



Newcap Radio

Cultural Diversity Plan

2016 Annual Report

Submitted January 27, 2017



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Introduction

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

(d) The Canadian broadcasting system should

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

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

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

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

Newcap Radio operates 70 originating radio stations in 45 markets across 7 provinces in Canada. Additionally, Newcap operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and Global networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.



Corporate Accountability

Newcap Radio Employment Equity Mission Statement

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

Designation of Senior Executive

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

Newcap Radio’s Cultural Diversity Goals

Newcap cultural diversity plan includes the following goals:

1. To maintain a corporate culture throughout all levels of its organization that fosters the acceptance of the diversity that exists within individual communities and within Canada as a whole.
2. To ensure that all members of the Newcap organization understand the richness that exists within a multicultural nation and how that richness can be celebrated to strengthen the social fabric of Canada.
3. To ensure that all Newcap employees appreciate the unique opportunity that we as broadcasters have to be leaders in propagating the messages of equality and acceptance of diversity in Canada.



4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Newcap Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

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

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit on the off quarters, with the opportunity to schedule a meeting if one is warranted.
4. A formal monthly reporting regime has been instituted for all stations, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. Annually the results of our Cultural Diversity initiatives are provided to all Newcap employees and an open forum is held at each management location to provide an opportunity for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.
6. The annual Cultural Diversity report is delivered via email to all Newcap employees.



Programming

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

Programming initiatives at all Newcap stations include the following components:

1. A formal monthly reporting structure, whereby each location reports both non-news and news programming events aired or attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible to ensure that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to issues of relevance to diverse audience members. These events and the invited guests are included in our monthly reporting process.
3. Feedback to those with programming responsibilities. The data received in our monthly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. An understanding of the objective to cover stories of relevance to ethnic audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Newcap staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
6. Public accessibility via telephone, faxes, texting, and email as well as in-person access to on-air personnel at our local offices.

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

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



Kelowna/Penticton

Newcap Inc. operates 2 stations in the Okanagan valley. CIGV broadcasts throughout the valley and CKKO's coverage area is restricted to the Kelowna market. The format for CKKO-FM (Kelowna) is Classic Rock and CIGV-FM (Penticton) is Country music.

Programming samples:

- January 13 story: President Obama held his last official state of the union address.
- February 4 story: Kelowna's Chinese New Year celebration will take place tomorrow.
- February 14 story: Westbank First Nation and Okanagan College sign MOU to strengthen access for aboriginal students to OC programming.
- March 1-26 story: Heavy emphasis this entire month on epilepsy awareness in advance of our world epilepsy awareness "purple day" event on Friday March 25th.
- March 8 story: International Women's day; mentions of various celebrations / events throughout the community.
- April 20 story: Engineers, Mina Haroof and Mohhamad Paknahad, Iranian, at UBC, work on device to measure TCH levels.
- May 5 story: Young student without hands amazes everyone when she wins a national handwriting competition.
- July 3 story: Multi ethnic festival.
- September 16 story: Roxanne Lindley elected Chief of the Westbank First Nation – first female Chief of WFN and one of the few First Nations women in Band politics in the country.
- October 25 story: Kelowna's Adaptive Adventures takes disabled into back country.

Vancouver

Newcap Radio operates broadcasting licenses CKZZ-FM (Zed 95.3), CHLG-FM (LG 104.3 FM), and CISL-AM (AM 650) in Vancouver. CKZZ-FM format is Top 40/Pop; CHLG-FM is Classic Hits; and CISL broadcasts in the Oldies format.

Programming samples:



- February 2 story: New Democrat Melanie Mark, becomes BC's first female First Nations MLA.
- March 30 story: The 3 new Salish-class vessels will now feature some beautiful First Nation's art.
- June 3 story: Croatian Days.
- June 6 story: Muhammad Ali, African American, passes away at age 74
- July 23-24 story: Fusion Festival – the ultimate celebration of music, food, and culture.
- August 19 story: Jamaica's Usain Bolt, won gold for the third straight Olympics.
- September 3 story: Richmond World Festival is the City's newest signature event and its first major multicultural festival that will celebrate Richmond's significant cultural diversity.
- September 22 story: North Shore Disability Resource Centre Event; Proceeds go to NSDRC information and advocacy programs.

Ottawa

Newcap Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is Pop/Top 40. The format of CILV-FM is Alternative Rock. The stations are primarily entertainment based stations with a heavy focus on the music. As a result, spoken word content is minimal on both Ottawa stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and persons of visible minority. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Programming samples:

- March 2 story: Premier Wynne looking to get drinking water on all First Nation reserves in Canada.
- March 24 story: Uber launches a service called UBER Assist to compete with Para Transpo & help those with mobility issues.
- April 13 story: Re-tweeted Happy New Year to the Tamil community celebrating Puthandu today! #DiversityMatters.
- May 2 story: Ontario Indigenous woman wins first runner up at Miss Indian World.
- May 5 story: Channing Tatum is first guest on Speechless with Carley – an autistic woman who speaks with the help of a computer.



- June 29 story: Prime Minister Justin Trudeau meeting with Mexican President Enrique Pena Nieto and U-S President Barack; this was the Mexican president's first visit to Canada.
- August 10 story: The provincial government has installed 25 new trail markers along Ontario's portion of the Trans Canada Trail to recognize the history and culture of Indigenous peoples.
- September 6 story: The Paralympics open tomorrow in Rio. Wheelchair basketball player David Eng will be carrying the Canadian flag into the opening ceremony.
- September 25 story: Chinese Premier Li Keqiang in Ottawa to start off 4 day Canadian visit.
- December 8 story: For the first time, a Canadian women will be on the front of a new bank note. The announcement was made this morning that Viola Desmond will appear on our new 10 dollar bank notes.

Toronto

Newcap Radio operates CHBM-FM (Boom 97.3) and CFXJ-FM (93.5 Flow) in Toronto, Ontario. The format for CHBM-FM is Classic Hits and CFXLJ-FM is Classic Hits.

Programming samples:

- March 30 story: Nazem Kadri, Arabian, scores hat trick against Florida.
- April 11 story: Demar DeRozen, African American, beats Vince Carters record for all time franchise points leader.
- April 21 story: Harriet Tubman, African American, to replace Andrew Jackson on the US \$20 bill by 2030.
- May 31 story: Raptors General Manager Masai Ujiri, Nigerian, concentrating on draft following elimination from Playoffs.
- July 29 story: Caribana festival takes place in Toronto.
- August 8 story: Toronto swimmer Penny Oleksiak wins second medal for Canada at Olympics.
- August 8 story: Ichiro Suzuki, Japanese, of the Seattle Marlins has his 3000th Major league Baseball hit.
- August 15 story: Jamaican, Usain Bolt is still the fastest man in the world and makes Olympic history.
- September 8 story: Filipino-American Pharrell Williams free concert as part TIFF.
- October 19 story: Janet Jackson, African American, among nominees for inductions into the Rock and Roll hall of fame.



Edmonton

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

Programming samples:

- January 30 story: Cheech & Chong performance at River Cree.
- June 3 story: K-97 Charity Golf Tournament, support Diabetes Research Institute of Canada.
- June 28 story: Diana Ross, African American, at River Cree Resort.
- July 30 story: Heritage Days, showcasing various ethnic groups at Edmonton Hawrelak Park.
- August 1-31 story: Dreams Take Flight – children with disabilities and under privileged September trip to Disneyland.
- August 17 story: Alzheimer awareness dinner at Commonwealth Stadium.
- September 10 story: Step and Stride Parkinson's Walk in Edmonton.
- November 5 story: PSA for the Bruderheim Ukrainian Dinner.

Calgary

Newcap Radio has 2 licenses in the Calgary market. These are CKMP-FM, a Top 40 station and CFXL-FM, a Classic Hits station. Both stations operate with a strong focus on the music and community events with minimal spoken word content.

Programming samples:

- May 2-22 story: Serbian Fest.



- August 1-4 story: The Hispanic Arts Society; Promoting Expo Latino through On-Air giveaways & mentions, website exposure and social media.
- September 3 story: T'suu Tina First Nations International Mustang Show.
- Throughout 2016, there has been ongoing sponsorship for:
 - Calgary Multi-cultural Association
 - Immigrant Services of Calgary(visible minority focus)
 - Ability Society(persons with disabilities)
 - Aboriginal Friendship Centre

Camrose

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

Programming samples:

- Throughout 2016: The Ukrainian Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- January 8 story: A Syrian family is now calling Lloydminster home.
- February 1 story: The folks at LEGO have come out with a new LEGO piece... it's a man sitting in a wheelchair and joining him is a little LEGO service dog. The goal is to make kids with disabilities feel more included in the LEGO experience.
- March story: PSA promoting an Irish Dinner and Dance performance in Spruce Grove.
- May 29 story: PSA for the Purina Walk for Dog Guides to raise funds for Lions Foundation of Canada Dog Guides which matches service dogs with persons with disabilities.
- June 22 story: The province is going to spend 5.3-million dollars---to help teach kids about First Nation, Metis and Inuit history.
- August 19 story: Edmonton Mayor Don Iveson and Treaty 6 Chiefs came together today to celebrate the 140th anniversary of the treaty being signed.
- September 6 story: PSA for the Special Olympics Camrose Fall & Winter Registration.

Central Alberta Region



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

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

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

Programming samples:

- January 26 story: “Welcome to Canada” operation has launched as Syrian refugees begin to settle in Red Deer, enabling anyone to donate either monetary or physical items.
- February 17 story: The second annual ‘Join Hands for Building a Future for Somali Children Gala’ will be held at Festival Hall. Proceeds raised will go towards building a boarding house next to the school, allowing more children from the area to attend school.
- April 11 story: A Red Deer athlete has been named to the national swimming team for the Paralympic games.
- June 21 story: The Red Deer Native Friendship Society and the Urban Aboriginal Voices society held National Aboriginal Day celebrations.
- July 7 story: Edmonton based diversity magazine acknowledged Red Deer for making diversity a priority through including it in the city’s strategic plans.
- August 15 story: Gord Bamford, an Australian Canadian vocalist, performs at the 9th annual charity golf event, in support of helping children in need.
- September 27 story: Sixty student pilots, mostly from China, are being trained at the new Springbank Flight School.
- November 24 story: This year, the Festival of Trees will help bring the first Parkinson’s disease clinic to central Alberta.



Eastern Alberta Region

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

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

Programming samples:

- February 1 story: For close to 30 years, the Handivan Society has been providing transportation services to those with mobility challenges.
- February 8 story: Today is Chinese New year, as people around the world usher in the year of the Monkey.
- April 4 story: The Saskatchewan First Nations Winter Games wrapped up on the weekend.
- June 16 story: Curtis Anderson, who suffered from a traumatic brain injury, hosted the annual horse trail ride to raise money and bring awareness to brain injury.
- July 1 story: Canada day Multi Cultural Exhibit inside Lakeland gym featuring displays of different cultures and cultural foods.
- August 29 story: Nearly one thousand indigenous delegates and leaders from around the globe attended the 7th World Indigenous Business forum in Saskatoon.
- September 19 story: The Rio 2016 Paralympics came to an end last night.
- September 28 story: Hundreds gathered at Lakeland College for the annual Teepee Raising Ceremony.
- October 3 story: The Filipino community had one of its biggest events of the year in Lloydminster with the Philippine Fiesta.
- Wetaskiwin station airs the following weekly ethnic programs:
 - Sunday 2pm – 5:30pm – Augarela Portuguesa show
 - Sunday 5:30pm – 7:30pm – Italianissimo show



- Monday-Saturday 6pm–10pm – Radio Sangsuran (East Indian music, news and information)

North-West Alberta Region

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

Programming samples:

- March 1 story: Becky Scott, Canadian Olympic medalist, visits Driftpile Cree Nation.
- March 28 story: Leo Arcand, from the Driftpile First Nation makes Soapstone sculptures, and had one of his sculptures given to President Obama by Prime Minister Justin Trudeau.
- May 3 story: Interview with Isabella Seller-Vole about the upcoming fundraiser for Syrian Refugees to come to Edson.
- June 1-24 story: On air mentions about the Driftpile Pow Wow.
- July 5 story: Morning show appearance about Seeds of Hope local charity raising funds for orphanage in Africa.
- August 10 story: Japanese delegation visits Barrhead.
- September 16 story: Terry Fox runs being held in local schools and communities, raising money for cancer research.
- October 4 story: Women's Tradeshow, promoting event through community event liners.
- November 16 story: Government of Alberta announces scholarships for indigenous children in Alberta.
- December 6 story: Vicki Brown from the Native Friendship center came in to talk about the Elders Banquet.

Sudbury

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



Programming samples:

- March 5 story: Sudbury Polar Plunge Event raises funds for Special Olympics.
- April 15 story: Kitikmeot women revive traditional Inuit tattoos.
- June 21 story: N'Swakawok Friendship Center - Aboriginals Got Talent.
- July 8-10 story: Italian Festival at Caruso Club.
- July 15 story: Sudbury Chinese Dragon Boat Festival.
- August 5 story: Easter Seals Ladies Golf Tournament, supporting people with disabilities.
- August 15 story: Thirty of Sudbury's small Pakistani community gathered at Tom Davies Square for a ceremony and flag-raising to celebrate Pakistan Independence Day.
- Oct 3-4 story: Oktoberfest, a German event, sponsored by Hot 93.5.
- November 29 story: Canadian Hard of Hearing Dream Home.

Moncton

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

Programming samples:

- January 29 story: Lebanese-born Mike Timani, owner of Moncton's Fancy Pokket Bakery makes a generous donation of pita breads to Syrian refugee families.
- March 21 story: U-de-M offering bursaries to Syrian refugees.
- April 27 story: New Brunswick Government provides 20 thousand in funding for the 2016 New Brunswick Indian Summer Games.
- June story: ALS Walk.
- July story: New Brunswick 14th Annual Sobeys Golf Classic, raising money for the CNIB.
- September story: Promoted the Truck Convoy Fundraiser for Special Olympics.

Fredericton & Saint John

Newcap Radio operates 2 stations in Fredericton, CFRK-FM, a CHR station, and CIHI- FM, a classic hits station. Newcap Radio also operates CHNI-FM in Saint John, New Brunswick. This station broadcasts in the mainstream rock format.



Programming samples:

- February 3 story: Dining in the Dark; guests purchase tickets, eat blindfolded, proceeds to CNIB.
- March 29 story: News interview with Eric Megarity about nominations for Intercultural award which recognizes groups, individuals or businesses that have demonstrated a sustained commitment and effort to enhance Fredericton's cultural diversity and inclusiveness.
- May 12 story: Once again, Candace Paul has been re-elected chief of the St. Mary's First Nation.
- June 9 story: Cultural Expressions Festival – where song, dance and ethnic food for the weekend at Officers Square celebration of Iranian, Scottish, Irish, Nepali, Arabic, Chinese and Korean.
- July 4 story: Grayden Nicholas, is the first aboriginal to become lieutenant-governor of New Brunswick.
- August 23 story: PM Cabinet retreat vows to make life better for indigenous Canadians.
- October 13 story: Province trying to attract international students.

Miramichi

Newcap Radio operates CHHI-FM, Sun Radio in Miramichi. The station broadcasts in the CHR format.

Programming samples:

- January 5 story: Syrian Refugees receiving bus passes administered by the Multicultural Assoc. of Fredericton. Other initiatives include translating, free passes for Indoor Pool and other facilities.
- March 1 story: The federal Immigration Department website shows New Brunswick is expecting about 1000 Syria refugees expected in Atlantic Canada this year.
- March 8 story: International Women's Day (IWD), a celebration that is shared by women all around the world. IWD is a chance to celebrate the economic, political and social achievements of women past, present and future
- June 20 story: Metepenagiag Pow Wow.
- June 21 story: National Aboriginal Day - Day to recognize the unique heritage, diverse cultures and contributions of Canada's First Nations.
- November 25 story: Promoted the 7th Annual Spread the Joy of Christmas in Support of Mental Health.



Charlottetown

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

Programming samples:

- February 4 story: UPEI President and Vice-Chancellor Alaa Abd-El-Aziz signed two memorandums of understanding to that point on the trade mission to India.
- April 6 story: Holland College developing a new Aboriginal Community Safety Officer training program that will be delivered at the Atlantic Police Academy. The program will be offering a post-secondary educational option for people considering a career in policing in Indigenous communities.
- April 22 story: The War Amps 2016 Atlantic Child Amputee Seminar starts today, which brings together young amputees and their parents.
- June 21 story: This year's Easter Seals Campaign in PEI raised a total of over \$117 thousand, helping organizations that assist Islanders with disabilities.
- August 11 story: The Native Council of PEI is hosting the annual Abegweit Pow Wow. The event showcases tradition indigenous culture through song, dance, games and feasting.
- December 22 story: The theatrical production, Mi'kmaq Legends, was presented with The Parks Canada Sustainable Tourism Award. Mi'kmaq Legends combines poetry, music, dance, and theatre, performed by the Mi'kmaq Heritage Actors.
- December story: PSA 54th Annual Lebanese Levee 2017. The evening will also feature a full traditional authentic Lebanese Buffet including: Hummus, Tabouli, Kibbee, Grape Leaves, Cabbage Rolls and Lebanese sweets.

Halifax

Newcap Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. CFRQ-FM is a Classic Rock station, and CKUL-FM is a Pop/Top 40 station.

Programming samples:



- March 9 story: On air discussion about Inuksuk and their cultural relevance to aboriginal persons.
- August 22 story: PSA “Will Surf Again” event at Martinique Beach; an event that allows people with disabilities to enjoy the freedom of riding the waves.
- September 16 story: On-air discussion – significance of the Harvest Moon in Aboriginal culture.
- September 27 story: News story/on-air discussion – Maritime Bhangra Group’s dance video shot at Peggy’s Cove goes viral. Bhangra is a type of popular music combining Punjabi folk traditions with Western pop music.
- October 6 story: On-air discussion – what are the first things new citizens notice about our country.
- October 31 story: Diverse Senate appointment announcement includes two nova Scotians, African-Canadian Wanda Thomas Bernard and Mi’kmaw Nation leader Daniel Christmas.

Sydney, Nova Scotia

Newcap operates two stations in Sydney. CHRK-FM is in a Pop/Top 40 format, while CKCM-FM is a country formatted station.

Programming samples:

- January story: Some Saudi students from CBU have volunteered to acts as interpreters for a local Syrian refugee family.
- February story: Host Sheilah MacDonald talked about African Heritage Month. The Maritime Centre for African Dance was providing demonstrations of African dance and drumming.
- February story: There were a couple of important sledge-hockey tournaments throughout the winter. Sledge Hockey is a sport that was designed to allow participants who have a physical disability to play the game of ice hockey.
- March story: PSA “Chase the Ace”; a fundraiser for the Ashby Legion and the Horizon Achievement Center - an organization helping developmentally disabled adults learn vocational skills.
- March story: The Eagle, host Nikki Sullivan, talked about a woman in Halifax, born without full legs or arms, who's a rugby coach and has gone viral thanks to a video of her doing a CrossFit workout.
- June 2016 story: A book about Mi’kmaw treaties will launch on National Aboriginal Day. Titled; Living Treaties, Narrating Mi’kmaw Treaty Relations. CBU Press says it could be the most important book you read this year.



- September story: The 14th annual Membertou Pow Wow got underway yesterday.
- October story: For the first time people who are deaf or hard of hearing can make calls over the internet using sign language through a video relay service.

Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

Programming samples:

- January 10 story: The coordinator of a program at Dalhousie University that connects aboriginal elders with students says the initiative signals a new era of inclusivity for indigenous people in the region.
- February 11 story: Promoted "Talk Life Community"- an event to highlight stories and lives of women from all backgrounds.
- April 29 story: Promoted and did on air ticket giveaways for Red Sky Theater's Mistatim – a company specializing in aboriginal storytelling.
- June 19 story: Promoted the Fundy film showing of " ", a film that follows revolutionary Indian mathematician Srinivasi Ramanujan from his Madras roots.
- June 21 story: Prime Minister Justin Trudeau wore moccasins and a buckskin jacket as he took part in a sunrise ritual along the Ottawa River, marking the 20th annual National Aboriginal Day.
- August 5 story: Para-athlete Ben Brown was in the studio for an interview about his national gold medal in wheelchair racing.
- August 26 story: Kentville Multicultural Fair.
- October 30 story: Ticket auction at the Windsor Community Centre in support of providing a guide dog for a child with autism.
- November 24 story: The Glooscap First Nation will receive 10-thousand dollars from the province and 5 thousand from Nova Scotia Power for trail work.



St John's, NL

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

Other Newfoundland and Labrador Stations

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

Programming samples:

- January 29 story: The Friends of India Association is hosting its 67th Republic Day Celebrations in the capital city today.
- February 8 story: White Cane Week; reminds the public that the traditional white cane is a symbol of independence, not dependence and that a lack of sight is not a lack of vision.
- March 1 story: Canadian Olympian Jamie SALÈ – at the opening ceremonies of Special Olympics Canada Winter Games.
- March story: PSA promoting Filipino Event.
- April 11 story: Thanakit Ruangcharoen is a foreign worker who arrived from Bangkok. He and 42 others from Thailand were hired by Quinlan. This is his second year working in the province.
- July 8 story: The 10th annual Bay St. George Mi'kmaq Pow Wow is taking place today and tomorrow.
- July 22 story: Corner Brook Diversity Day at the Park featuring Aboriginal cultural activities, dancing demonstrations, Scottish country dancers, international craft market and cuisine sales.
- September 14 story: The Nunatukavut Community Council has donated \$5 thousand dollars to the Canadian Diabetes Association through Liz's Walk.
- September 19 story: Paralympic Gold medalist Katrina Roxon return to the province today. She was born with her left arm missing below her elbow.



- October 6 story: The Katingavik Inuit Arts Festival begins today, and inuit Blanche, the all-night Inuit arts festival will go ahead this weekend.

Recruitment, Hiring and Retention

Employment Practices

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

Recruitment

Newcap adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Newcap recognizes its responsibility as an employer to create an environment of equality in the workplace such that no employee is denied employment opportunities or benefits for reasons unrelated to ability. It also recognizes the need for measures to correct any conditions of disadvantage in employment experienced by women, aboriginal peoples, persons with disabilities and persons of visible minority as defined by the Employment Equity Act. Newcap's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

Hiring

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

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

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents are made available to the new employee so that all employees are made aware that our company is committed to providing and maintaining a workplace that ensures that all employees of Newcap Radio are treated with dignity and respect. Newcap strives to create a work environment that encourages diversity as a means of



fostering an accepting, inclusive and open culture where talents and ideas are freely exchanged. Newcap will not tolerate behavior that may be considered discriminatory or harassing.

Retention and Career Development

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

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

Newcap Initiatives

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



labour market, Newcap Radio engages a number of initiatives including the following examples:

1. In 2016, CIHT Ottawa, worked with an organization called Live, Work, Play, whose goal is to help find enriching employment for people in the community with intellectual disabilities. This year CIHT had the pleasure of working with Ryan. Ryan joined our Street Team in May 2016 and fit in extremely well with the rest of our part time staff. Everyone on the team, as well as his managers, received training on how to ensure Ryan had the best experience possible at our station and also to ensure our team was also benefitting from all of his incredible skills. Since then, Ryan has worked several of our large scale events and has helped bring a great energy to our team.
2. Toronto's Boom 97.3 station hosted interns this past year. One of the interns had a Canadian-Guyanese background.
3. Edmonton stations hosted first year NAIT Radio/Television Arts students for round-table discussions with someone from each of the departments. Brent Shelton also went on-site to NAIT to sit in on students Promotion classes. Brent volunteered his experience to weigh-in on the strong points and where they could have improved their Promotion Project from the inception to the "wrap" of the Promotion.
4. Newcap Television Lloydminster hosted 6 practicum students from NAIT during the year. All of them worked in the newsroom reporting news and sports and one worked as a backup weather anchor.
5. CFRK and CIHI offered a co-op program featuring four high school students allowing them to learn about Production and Promotions departments. They also welcomed students to co-host the morning and afternoon shows on CFRK on "Take Your Grade 9 Student to Work" day in November.
6. Newcap's Human Resources department provides a central job posting system that posts internal advancement opportunities to all Newcap employees. Job postings are also available on our website for individuals not currently employees of Newcap.
7. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where



Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio's objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data quarterly and communicate both the existing data and the objectives to all employees within Newcap Radio with recruiting responsibilities. An incentive plan that includes Employment Equity targets is incorporated at the General Manager level and is designed to encourage our senior managers to improve representation of women, Aboriginal Peoples, Visible Minority Persons and Persons with Disability. Progress is monitored and reported to the General Managers annually.

The following table indicates the present status of our workforce.

Newcap Radio 2014 Workforce Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
British Columbia	83	37	2	0	11
Alberta	335	161	12	11	21
Ontario	163	72	2	4	23
New Brunswick	69	25	2	4	2
Nova Scotia	92	46	4	2	4
Prince Edward island	32	15	0	4	1
Newfoundland-Labrador	128	55	4	4	4
Totals	902	411	26	29	66

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

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to all staff so that our entire



workforce may track our progress in improving representation within our workforce.

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

Internship, Mentoring and Scholarships

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

1. Employees identified possessing potential for advancement are provided with opportunities to participate as guests in local management meetings and are given the opportunity to travel to other locations to share best practices, to learn from these experiences and to share their knowledge with personnel in other Newcap locations.
2. Newcap Radio is a sponsor of Women in Communications and Technology and encourages local Chapter membership for its female employees. Newcap encourages participation in WCT training programs and provides time off for all training programs awarded.
3. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Newcap Radio underwrites all costs and time off that may be required.
4. Newcap Radio funds the membership in all professional associations relevant to an employee's field of expertise.



Community and Outreach Activities

Support for Visible Minority Artists

One of the pillars of the Commercial Radio Policy 2006 is the responsibility of radio broadcasters to provide airplay to, and to promote emerging Canadian artists and their music. Newcap Radio appreciates the necessity of a continuous stream of new musical content as a key to the long term success of the music industry in Canada. To this end, Newcap promotes airplay for established and emerging artists among its stations. Where possible, we identify artists for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of 100 emerging and established artists from diverse backgrounds receiving airplay on Newcap stations.

Canadian Content Development Activities

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Newcap Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Newcap's commitment to Canadian Content Development is significant. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2016, Newcap supported Carivibe, an organization that celebrates Caribbean culture in its annual festival, with a contribution of \$10,000. In addition, Newcap contributed \$1,795,010 to FACTOR, CRFC and Starmaker who also support diverse initiatives.

Industry Outreach Activities

Support of Canadian Broadcast Standards Council

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code,



released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests and activities. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently a senior member of Newcap's management team volunteers with the CBSC as a regional adjudicator.

Station Community Outreach Activities

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

1. Taking leadership roles in the community

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

- K963 hosts David and Tony exceed Strides to End Homelessness with the Kelowna Gospel Mission.
- CHLG onsite for McHappy Days benefitting Ronald McDonald House and other neighborhood children's charities.
- CFCW sponsored the Dreams Take Flight Gala which sends kids with disabilities to Disneyland for a day.
- CFCW Prize Patrol attended Lac la Biche Pow Wow Days.
- Calgary station street team attended the Heritage Day Festival to celebrate multicultural performances, ethnic foods, and unique handmade items.
- Lloyd FM broadcasted live from the Onion Lake Cree Nation CPCA races.
- CILB promoted the Lac La Biche County Alberta Culture days. Celebrations included a parade of flags, Metis Talent Show, and French Culture; also a "Taste of Lac La Biche" with cultural dishes being served up at businesses.
- CKWB staff attended and covered the story on the open house for the Canadian National Institute for the Blind.



- Heather Klagues, Lloyd FM, emceed the Farm Women's Conference and Awards.
- Sudbury's Rewind 103.9 Sponsored event – Dancing with Easter Seals Stars, supporting Kids with Disabilities.
- CFRK Richard Jones, New Country Afternoon Announcer, hosted the Miss Keswick Valley Pageant.
- CHRK-FM supported "Melting Pot" Multicultural Festival. Many groups were present to celebrate and share their food and culture including Filipino, West Indian, Greek, Lebanese and Italian.
- John and Jen (New Country Morning Show Co-Hosts), hosted the Do It For Dads Run/Walk on Father's Day (June 19th) at University of New Brunswick. The event raised \$16,000 for prostate cancer research.
- Best Buddies pairs individuals with intellectual disabilities with young leaders in the community to encourage socialization and create long-lasting friendships! Dave from The Wake UP! Show was proud to be a keynote speaker at the Best Buddies Fredericton Leadership Conference held in September.
- UP! 93.1 was proud to present the second annual Rickard's Oktoberfest Fredericton, celebrating the best in German beer, cuisine, and culture. Dave from The Wake UP! Show was on hand as Master of Ceremonies.
- CHTN-FM cruiser visited Lennox Island Pow Wow, a culture celebration where Aboriginal people and guests gathered to learn about our heritage and celebrate our culture and traditions through song, dance, and ceremony.
- Special Olympics PEI Gala Dinner was hosted by Ocean 100's Kirk MacKinnon and Hot's Laura Woodworth.
- Special Olympics Awards Banquet was held on Sept 17th. Ocean 100's Corey Tremere co-hosted the awards.
- CHRK-FM announcers attended and promoted a BBQ at Sobeys to raise funds for Special Olympics. The summer promotional cruisers also attended this event. While they were there they did reports they assisted staff and talked with Special Olympic participants.
- CHCM-FM announcers attended and promoted the annual Walk, Wheel, Roll or Run for Muscular Dystrophy event, participating in it and covering it on air as well as our social media pages.
- CKGY Red deer emceed the fundraiser for JDRF (Diabetes) for the event on October 5.
- CHHI Miramichi sponsored and emceed the Autism Resources Miramichi "All Things Ladies Night" that was held on May 14. Raising funds for Autism Resources Miramichi.
- CIJK emceed the CNIB's Dining in the Dark Event – Premiere sponsor of the event.



- CHHI – Partnered with the 5th Annual Fisherman annual Pow Wow. It provides an opportunity for First Nations and other cultures to celebrate their historical relationships. This event showcased dances, songs and languages of First Nations culture.

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

Canadian National Institute for the Blind

CNIB Halifax



To the amazing folks at 89.3 K-Rock,

Thank you so much for your support of Dining in the Dark in the Annapolis Valley. A big part of this event's success is the generous contributions of sponsors like you. We're so glad to have your continued support and grateful for everything you do to promote the experience across radio and the internet. We're also happy to hear you'll be joining us for the evening and that Melanie will be there as our master of ceremonies.

The funds raised by Dining in the Dark in the Annapolis Valley are a valuable source of funding for CNIB services across Nova Scotia. The revenue goes directly towards programs like peer support, which offer individuals with vision loss the chance to come together in person or over the phone, share their experiences and learn about resources available in our communities. We are planning to expand the range and variety of these programs this year to connect with children, youth, post-secondary students, parents, and families, each with their own groups.

Another program that benefits from these funds is our Vision Mate program, which matches CNIB clients with sighted volunteers who provide weekly support in a variety of ways. This could be anything from opening mail to organizing the kitchen to going for walks to a nearby store. Every Vision Mate pair works a little differently, but for many, it becomes a long-lasting friendship that enriches lives and promotes independence.

These are just a sample of the wonderful initiatives that donations go towards. It's important to note that these programs rely on fundraising revenue to operate, so every dollar given to CNIB Nova Scotia helps us continue to offer these services. Through its sponsorship of Dining in the Dark in the Annapolis Valley, 89.3 K-Rock is allowing us to reach more people and change what it means to be blind or partially sighted in Nova Scotia.

As a token of our appreciation, a "thank you" post to 89.3 K-Rock will be going up in the next few days on the CNIB Atlantic Facebook page. We encourage you to like and share, as well as engage with us for further opportunities to promote Dining in the Dark in the Annapolis Valley. Don't hesitate to get in touch if you have any questions or ideas to grow this event.

With sincerest thanks,
Phil Laven
Coordinator of Community Giving, CNIB Nova Scotia

6136 Almon Street, Halifax NS B3K 1T8 • cnib.ca
T 902-453-1480 • 1-800-563-2642 • F 902-454-6570



Contribution to Public School Education Award



15 September 2016

Newcap Radio
Box 2219
High Prairie, AB T0G 1E0

Dear Newcap Radio,

The Public School Boards' Association of Alberta is an Association that advocates for and represents the voices of children attending Alberta's Public Schools. We believe that Public Schools are the first choice of our communities.

The Members of our Association believe that it is important to recognize the significant contributions of Public School Trustees, Administrators and members of the greater community whose efforts further reflect the promotion of and support for Public School Education.

Each year the Association presents the Association's *Special Contribution to Public School Education Award: Media*, to an individual whose unwavering commitment to inclusive Public School Education and the children within our collective care which leaves a lasting and positive legacy for those who will follow.

On behalf of the Public School Boards' Association of Alberta, I'm pleased to offer our congratulations, as you have been selected to receive the Association's 2016 award for *Special Contribution to Public School Education: Media!*

The Award will be presented at 12:00 p.m. on Friday 21 October 2016, at the Doubletree by Hilton West Edmonton Hotel, 16615 – 109th Avenue, Edmonton, AB.

You are welcome to invite family and friends to attend the presentation of the Award. I ask that you contact our Association Office (780 479-8080) for further details and respectfully request an RSVP *on or before 01 October 2016*.

Once again please accept my sincere congratulations on your Award!

Sincerely,

Mary Lynne R. Campbell
Executive Director

- c. Tammy Henkel, Chairperson, High Prairie School Division
Executive Committee, Public School Boards' Association of Alberta
C. Hogg, Chairperson, Standing Committee on Special Recognition
Standing Committee on Special Recognition Members

DIVERSITY IS A LESSON PLAN FOR LIFE.™

PHONE: 780.479.8080 ADDRESS: #12, 10227 - 118 STREET, EDMONTON AB T5K 2V4 WEB: PUBLIC-SCHOOLS.AB.CA



Newcap Work Opportunity Testimonial

Hi Sherri,

I wanted to say thank you so much for the opportunity to do the internship at Newcap. Everyone was extremely kind to me and very helpful in showing me what they do at Newcap. I really enjoyed all areas and it was very helpful in understanding career options for me after high school.

Newcap was a great experience and the people were so welcoming that it made going to my internship every day exciting. If ever you are hiring for any summer openings on the street team or any position that you think I qualify for I would welcome any opportunity to work with you again.

Regards, Oscar Schneider
604-754-3060

Fredericton MS Walk

From: Jim and Kim Schnarr [<mailto:jkschnarr@gmail.com>]
Sent: June-02-16 3:13 PM
To: Rod Martens
Subject: MS Walk Thank You

Hi Rod

A belated thank you for the support of Up! 93.1 leading up to the Walk with on air promotion and the interview with Leesa. Thanks also for sending John McNeil and Jeremiah to the Walk. John was a wonderful emcee and Jeremiah was a pleasure to have at our event.

Your support means a lot to us.

Thanks again
Kim Schnarr
Fredericton MS Walk Coordinator



Newcap Bursary Testimonial

Awards Coordinator
BCIT Foundation
Bldg SE40, Room 230
3700 Willingdon Avenue
Burnaby, BC, V5G 3H2

The CISL 650 AM Bursaries in Radio/Journalism

To whomever it may concern;

I would like to extend my extreme gratitude for your donation, in the form of a Bursary. Your generosity is greatly appreciated, and will go a long way in helping to lighten the burden of tuition and student loans. With your help I will be further able to focus on my studies, with less of my attention being weighed down by financial stress.

I am in my first year of the Radio Arts and Entertainment program. My passion is in story telling and entertaining, and BCIT is providing me with the tools I need to pursue that passion. I grew up in the Okanagan, and had to move to Burnaby for school. It's been incredibly exciting, but sometimes overwhelming and financially stressful. My long term goal is to be either a news anchor or a talk show host. My short term is to be an on air personality anywhere across Canada. Your generosity is going to go a long way in helping me chase my dreams and pursue my long term career goals.

The Bursary and Scholarship program at the British Columbia Institute of Technology has assisted many students with their long term career goals, and your donation helps make all of that possible. I will be forever grateful for your generosity.

Sincerely,
Jenna Davies



Partnership with Saint James Music Academy

303 East Cordova Street
Vancouver BC
V6A 1L4

Phone: 778.709.7731
E-mail: info@sjma.ca
www.sjma.ca



August 1, 2016

Dear Sherri,

I just wanted to take a moment to thank you again for your partnership with Saint James Music Academy. The generosity shown by you, the Shore, Rob and all who have been involved, is so appreciated.

I can imagine, that being surrounded by music through radio, demonstrates how the composition of words and music can bring diverse people together, connecting them on many levels.

This is the same with our children and youth in the community.

Music is a language that we all speak. It brings discovery, meaning and confidence to our youth, overcoming barriers that they did not make. This is why each school year; we teach free classical music to children in the community. We believe if it is possible, music should be in their daily lives even when the school year is finished. Maintaining music throughout the summer months through an array of summer camps is another way we do just this.

Last Monday, we had our final group of kids head out to music camp for another week and this wouldn't be possible without your friendship!

You are a part of all of this. Thank you!

Sincerely,

Melodie Mallinder, Development Officer
Saint James Music Academy
604.351.3940
www.sjma.ca

P.S. If you would like to come down for a tour at some point, I would be happy to arrange a time that would suit your schedule.



Tim Hortons Camp Day



Dear **ART FACTORA AND THE CISL TEAM:**

On behalf of the thousands of children who will benefit from attending a Tim Horton Children's Foundation Camp this year, thank you for your participation in Camp Day 2016. With the help of generous public contributions and the dedication of countless volunteers, we were able to raise a chain-wide total of more than \$12.6 million. These funds will help send more than 19,000 low-income children to Camp this year!

The funds raised on Camp Day, through Coffee and bracelet sales, along with various fundraising activities, allow the Foundation to continue to provide a Camp experience that helps teach life-changing skills to children who would otherwise not have the opportunity.

Thank you again for taking the time to participate in our Camp Day event. We hope that you found the experience both meaningful and memorable.

Kind regards,

Monique Ryvers
Store Manager
Tim Hortons 1990

Lisa Christopher
Assistant Manager
Tim Hortons 1990



www.thcf.com

Reg. # (Can) 11926 4885 RR0001 Reg. # (USA) (501(c)) 31-1681446



2. Offering work experience placements and tours to educational groups

Newcap provides public access at all times for students to tour the facilities and learn about broadcasting and the music industry.

During 2016, Newcap Edmonton hosted an internship program for three NAIT intern students, who worked directly within the Promotions, Creative and Promotions departments. In addition, Newcap Edmonton hosted station tours for various groups and allow them to sit-in during CFCW's show to see how a "radio station" show works. 840 CFCW also had 2 students join our Summer Prize Patrol, allowing them to attend various community events and promoting the station.

Newcap Lloydminster offered 10 tours throughout the year, including the Lloydminster Brain Injury Society and a group of special needs individuals from the Bea Fisher Centre. Newcap was also involved in the Border City Aboriginal Head Start program where they read to kids in the program and talk a bit about our careers.

CIHT-FM organized and implemented a program for Take Your Kids to Work Day. The kids were able to learn about sales, creative writing, production and broadcasting. The station also welcomed a group of young men with special needs from an organization called Upfront Counseling. They received a tour of the station, were played a video with a greeting from the morning show, and were able to request a song to be played on air. In February, a group of Girl Guides had a station tour of CILV and CIHT to obtain their "Career Awareness Badge". They sat in with the evening announcers, where they learned about what kind of training and education is required to work in radio.

In 2016, Newcap Alberta Northwest employed two broadcasting students from the Northern Alberta Institute of Technology (NAIT). Their work practicums were at CFXE Edson, and CFXW Whitecourt. Our Whitecourt student did a fantastic job for us during his placement, and in the fall was hired to a Morning co-Host/News Reader position at CKVH in High Prairie.

Over the course of 2016, Newcap Calgary had many students who are interested in attending SAIT or Mount Royal broadcast schools, tour the station to find out more about how everything operates. Katie Summers, from the AMP Radio morning show also had a student come in and watch her do her show. Bob Steele from XL 103 did some interviews for students



from SAIT and Mount Royal, answering questions based on his career and how he made it to XL 103.

- CHHI Miramichi, held an Open House welcoming all to come on in and tour the studio. One of the groups that came in for a tour was M.O.R.E Services, a not-for profit agency in Miramichi, New Brunswick, which assists and supports individuals with intellectual disabilities. M.O.R.E. Services promotes community participation in its service provision, and strives to facilitate and maximize normal life experiences and relationships for those whom it supports.
3. Providing the “Cause of the Day” feature in many of its markets across the country.

The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 45 markets that Newcap serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their causes. Following is a small sample of organizations benefiting from this initiative:

- MS Society of Canada- Race The Chase fundraiser
- Samaritan's Purse Operation Christmas Child
- BC Parkinson's Society- Superwalk
- The Lung Association - Climb the Wall
- Balding for Dollars – Cancer fundraiser
- Step and Stride Parkinson's Walk in Edmonton
- Canadian Blood Services
- Easter Seals hosting the Annual Telethon- kids with physical disabilities.
- Canadian Hard of Hearing Association – Dream Home Draw
- Ronald McDonald House- a charity devoted to helping give sick children what they need most- their families.
- Diabetes Association- Lace Up with Team Diabetes; family fun run and walk.
- Courage Canada Trail Ride - awareness for people with brain injuries.
- ALS- walk
- Alzheimer Society- Walk for Alzheimer's,
- Crohn's and Colitis Society – Gutsy Walk.



- A&W Car Show in support of Parkinson's.
- Heart and Stroke- The Big Bike Campaign.
- Canadian Hard of Hearing Association – Dream Home Draw.
- Kidney Foundation- Gift of Life Walk for Kidney Disease.
- Muscular Dystrophy – Fredericton Fire Fighters Ladder Sit Fundraiser.
- Lymphoma and Leukemia society -BJ's Links (golf tournament) for Lymphoma.
- Autism Society- Motorcycle Ride for Autism Event.
- Schizophrenia Society of Nova Scotia- Road to Recovery Walk/Run.
- Cystic Fibrosis – Shinerama Circle K Car Wash.
- Canadian Council of the Blind – Dart Tournament Fundraiser.
- Cystic Fibrosis- Ride for Breath of Life.
- Canadian Mental Health Society- promoted awareness.

4. Providing Community Input and Feedback

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

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

Internal Communication

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

- Direct to all email for company-wide notifications
- Employee Relations Committee as a forum to improve communications between staff and management
- Secure Newcap HR website and Job Posting website
- Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Newcap's diversity policies and initiatives.
- An Employment Equity Representative Council who work with the company on behalf of employees to prepare the company's Employment Equity Systems Review and Employment Equity Plan.



- Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with all staff.

Conclusion

This report provides a detailed account of our policies, objectives, accomplishments and goals with respect to our cultural diversity plan. The extracts contained in this report serve to provide a representative sample of the types of programming, workforce and outreach initiatives undertaken at Newcap stations each and every day to ensure that the interests of our diverse constituents are fulfilled. Newcap continually enhances its diversity activities and monitors initiatives to ensure that its Cultural Diversity goals are achieved. Newcap acknowledges that serving the perspectives of diverse constituents is essential to reflecting Canada's diversity in commercial radio.



Appendix A

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

<u>Artist</u>	<u>Origin</u>
Afrojack	Dutch
Alx Veliz *	Guatemalan
Apl.de.ap(Black Eyed Peas)	Filipino
Band	Native-Canadian
Beatrice Hope	Aboriginal
Bebe Rexha *	Albanian
Belly	Palestinian
Billy Ocean	Trinidadian
Bob Tarrant	Person with Disabilities
Bon Jovi	Italian - American
C & C Music Factory	African-American
Clyde Drew	Aboriginal
Corrinne Bailey Rae	African American
Cypress Hills	Latino, African - American
Damian Marley	Jamaican
Danny Fernandes	Italian - Portuguese
Def Leppard	Person with Disabilities
Designer *	African-American
Divine Brown	Jamaican
Dua Lipa *	British
Eddy Grant	Guyanian
Edgar Winter Group	Albinism
Elise Estrada	Filipino
Eva Avila	Peruvian
Far East Movement	Japanese,Chinese,Korean,Filipino
Fifth Harmony *	Mexican, Cuban, African American
Freddy Fender	Hispanic
Genevieve Fisher	Aboriginal
George	Japanese
Gloria Estefan	Cuban-American
Greatful Dead	Person with Disabilities
Haddaway	Trinidadian

<u>Artist</u>	<u>Origin</u>
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Linkin Park	Korean
Los Lobos	Mexican
Lou Bega	Italian-Ugandan
M.I.A.	Indian
Main Ingredient	African-American
Massari	Lebanese
Matisyahu	Israeli
Maxine Nightingale	Black British
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Neneh Cherry	Sierra Leoneon – Swedish
Nicki Minaj	Trinidadian
Oasis	Person with Disabilities
Omi *	Jamaican
Pitbull	Cuban
Poison	Person with Disabilities
Queen	Indian-Persian
Rammstein	German
Ray Charles	African-American, visually imparied
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Ronnie Milsap	Person with Disabilities
Ruth B *	Ethiopian
Santana	Mexican
Sean Paul	Jamaican
Shakira	Columbian
Shane Yellowbird	Aboriginal



Hootie and the Blowfish	African-American
Hot Chocolate	African-American
Jacinda Beals	Aboriginal
Jackie Wilson	African-American
Jason Derulo	Haitian-American
Jim Fidler	PWD, visually impaired
Jimmy Cliff	Jamaican
Jimi Hendrix	African American
Joan Baez	Mexican
Jojo Mason	African American
Jose Feliciano	Latino, Visually Impaired
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
K'Naan	Somali
K-OS	Trinidad
LL Cool J	Afro-Barbadian
Labrador Black Spruce	Aboriginal

Shawn Desman	Portuguese
Shirley Montague	Aboriginal
Sierra Noble	Metis
Staggered Crossing	African- American
Steve Perry	Portuguese
Stevie Wonder	African American, PWD
Susan Aglukark	Aboriginal
Swollen Members	African-Canadian
System of a down	Lebanese, Armenian, Persian
Tebey	Nigerian
Terri Gibb	PWD, visually impaired
The Band	Aboriginal
The Plastic Ono Band	Japanese
Thin Lizzy	African-Brazilian
Timbaland	African- American
Tom Jackson	Aboriginal
UB40	Black British
Zara Larsson *	Swedish

* denotes emerging artist