

# REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2023

CRTC BROADCASTING PUBLIC NOTICE  
CRTC 2007-122

JANUARY 2024



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## 1. OPENING COMMENTS ON PML CULTURAL DIVERSITY REPORT 2023

Pattison Media Ltd (PML) is pleased to provide our report on Cultural Diversity initiatives undertaken in 2023. This introduction reviews our high-level strategies on cultural diversity in the areas of employment, news & programming, and community initiatives.

### 2023

The business landscape for all media companies in 2023 has consistently been one of change and challenge. PML is not an exception to that environment but has taken an offensive stance by continuing to expand when and where it made sense. PML completed several acquisitions that both expanded our business vertical, with a media marketing firm, and broadcasting reach, with an expansion of our radio station holdings. It is our optimistic view that these moves will give PML the best possible prospect to weather these economic challenges and continue to bring career opportunities of both on-air talent and within the industry's workforce, to diverse groups. PML has reinforced our determination to streamline our practices and evolve our processes so that we can continue to support our cultural diversity initiatives and investment in our Wildy Talented Team.

### About PML

PML has built our reputation, since 1965, as a committed media institution serving the needs of listeners, viewers, advertisers, and communities throughout the provinces of British Columbia, Alberta, Saskatchewan, and Manitoba. Our owner, Jimmy Pattison, was celebrated in 2023 by the BCAB as being one of the longest owners of a radio station in our industry. We are proud to carry on his unwavering commitment to broadcasting by leveraging his support and continuing to be one of Canada's premier radio, television, and digital media companies.

The media industry has often been at the forefront of societal exposure to diversity and inclusion ideas and initiatives. PML acknowledges that the local communities that we serve, deserve their diversity to be reflected inside our buildings and our on-air presence. We pride ourselves in supporting the unique diversity in the 32 cities that we serve, which range from the immensely diverse populations in Vancouver, Edmonton, and Calgary, to some of the smallest markets in the west. An example of this support can be found by our providing contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio, for over 30 years. We continue with that partnership today and as we will show, this demonstrates the approach to diversity that we carry and maintain throughout our station group.

PML believes that a more diverse workforce is a more engaged one and fosters a culture of inclusion and understanding amongst our employees. Employing a workforce that is diversified and works together as a team is vital to ensuring the success of our group. PML works diligently to achieve our goals and fulfill our responsibilities under the Employment Equity Act by developing processes and reporting to support these goals. These have allowed us to sustain an environment of workforce inclusion that incorporates Total Team Involvement (TTI) and that facilitates the betterment of our team and company.

Our Wildly Talented Team is our most valuable asset. We aim to be the employer of choice when they reflect on any career moves as well as be the number one choice for prospective employees. We strive to do that by providing an environment of growth to our Team through support, mentoring and teaching. The PML Program Director Mentor Program, our internal, mentorship program that offers Team members the opportunity to be identified as wanting to be prepared and considered for the next generation of our middle management, continued in 2023. Our current staff submit applications, and they are chosen based on merit, talent, and skills. PML has an incredible resource of broadcasting experience in our Management Team, who deliver modules on a wide variety of subjects, preparing them to take the next step in their careers. We have used this program as a recruitment tool and have applicants that have inquired specifically about this program. We also have seen this investment be beneficial to our competitors as several successful mentees have found this training to leverage a new position elsewhere in the industry. This has become a point of pride at PML as we see this program not just as a good investment in our people but in our industry as well.

Our hiring practices have been designed to ensure that diversity is considered at every step of the hiring process. We encourage members of diverse backgrounds to apply for jobs by ensuring that all of our postings contain the statement, *“Pattison Media is committed to our social responsibility of equal opportunity employment and does not discriminate against any employee or applicant on the basis of race, color, ancestry, national origin, disability, medical condition, gender identity, sexual orientation, or age, religion, expression, marital status or other non-job-related criteria. We encourage members of all designated groups to identify themselves using our self identification form, as doing so will help us correct under-representation of those designated groups in our company.”*

In 2023, Pattison Media hired 64 people. Of that number 36, or 56.3%, were members of one or more designated groups. Please note that since some hires were members of more than one group, the following list adds up to more than the 36 hires.

1. 32 were women (50.0%)
2. 7 were Indigenous (10.9%)
3. 4 were Visible Minorities (6.3%)
4. 4 were a Person with Disabilities (6.3%)

PML, while we lowered our total overall annual hiring numbers from 2022, was able to maintain a 50% or higher hiring percentage from 1 of the 4 designated groups. Economic conditions continue to have us restructure our departments to be more efficient with our staff and hiring practices. We have taken full advantage of the investment that we put into technology a few years ago, that would allow remote work and have found efficiencies by creating hubs of creative production, technical support, and on-air programming. Aside from the efficiencies, we have also been able to accommodate employees who desire to have a hybrid work week. These accommodations have allowed us to not only retain current employees but draw better qualified candidates that live in markets where we do not have physical offices. That has expanded our qualified talent pool of hiring candidates and assists us in diversifying our Team. This is one example of PML’s dedication to diversity and our report will provide a full spectrum of our initiatives from the corporate and local market levels.

Here is some interesting data on new hires in 2023:

- We had the most hires in the Creative and Promotions department at 22. 18 (81.8%) of which were women, 4 (18.2%) Indigenous, 2 (9.1%) Visible Minorities and 1 (4.5%) Persons with Disabilities
- Our Sales Department also had a strong showing of Women hired, as 7 of their 10 hires (70%) identified.
- Departmental Managers had a total of 4 people hired and 1 or 25% of them were a person with disabilities.
- With 7 hires in our On-Air Personnel, 3 (42%) were women and 1 (14.3%) were Indigenous.

Employment Equity is considered for each job posting and employee hiring. We've established a system for quarterly reporting on the Employment Equity status within our local markets. The PML Employment Equity Committee, consisting of volunteers from many levels of management, a variety of departments, as well as mostly being members of one of the underrepresented groups, oversee the review of the quarterly updates. These updates encompass information on new hires, station equity initiatives, news stories related to equity issues, public service campaigns, and interactions with equity groups.

PML's 2023 Employment Equity Committee in consists of:

- A General Manager
- A Head Office, Executive Assistant
- A Sales Executive
- A Creative Manager
- A Producer
- A Lawyer
- A Station Manager

The Employment Equity Co-chairs attend the quarterly Management Meetings with all General Managers and Executive Team and speak about what has occurred in the past quarter and share ideas and initiatives from across the company. This provides the means to not only share a well received initiative in one market but it to be implemented across the company as all decision makers are in the meeting. For example, in Medicine Hat, AB, they used a unique method of recruitment by reaching out to both their local Saamis Aboriginal Employment Services as well as the Medicine Hat YMCA. Their intention was to reach a broader group of candidates for their available News Reporter position. They not only successfully filled that position, but they also received a training support grant from the provincial government due to the YMCA's knowledge of training grants. With this knowledge, fellow General Manager's in other markets, are now aware of both training grants and the potential partnership that their local YMCA might be able to offer them.

Our efforts in recruitment of diverse candidates also include the Pattison Media Equity Scholarships. They were awarded in March of 2023 and provided four, \$2500 scholarships (totalling \$10,000) targeted to Journalism students who are members of the designated groups.

This will help address our current and continuous need for qualified Newsroom staff and bring to our attention potential candidates for job openings.

While our creative recruitment methods have been fruitful for some individual markets, PML still has difficulty with the recruitment of well-trained personnel from ethno-cultural minorities and Indigenous communities. Attracting these groups to our available positions continues to pose significant challenges in small and medium radio markets. PML collaborates closely with broadcast training institutions such as BCIT, SAIT, and NAIT to provide practicum opportunities within our stations. This initiative aims to expose graduating students to the broadcasting industry as they near the completion of their studies. Despite these efforts, a major obstacle persists. If the training institutions are not receiving applications for enrollment from the specified groups, the industry faces difficulties in filling positions with individuals from these communities. Overcoming this challenge requires a concerted effort from both the broadcast industry and training institutes.

To assist PML keeping up to date on current practices, language and enhance cultural awareness, we have renewed our relationship with Centre for Diversity and Inclusion (CCDI). Every PML team member can access their website and utilize resources like the Knowledge Repository, Community of Practice Events, as well as live and interactive webinars. Our PML Executive Assistant consistently reviews the webinar offerings, sending regular reminder emails to all staff to ensure awareness. In 2023, across various departments and management levels, numerous team members have actively engaged with these materials, participating in 58 webinars, 3 conferences and 92 users have explored the Knowledge Repository. This material offered by CCDI is timely and often updated to coincide with current world events. This allows our staff access to resources quickly and educate themselves with summaries and reliable, researched, material to respond to timely subjects. Any Team member participating in an Employment Equity committee at a local market, is encouraged to participate in a webinar or conference to expand their knowledge of diversity topics and share within their location. CCDI provides easy access to extensive and valuable content covering diversity and inclusion topics.

While CCDI has supplied us with materials focusing on specific diversity and inclusion themes, PML has developed corporate practices and protocols tailored for employees involved in hiring and staff management. PML hiring managers are made aware and encouraged to consider diversity at every stage of the hiring process and our Employment Equity obligations. Once managers have completed the hiring process, they submit an online form to gather data on not just the successful candidate but everyone who applied for the position. This way we are able to see if tactics to attract a more diverse candidate are successful. We disseminate this information through quarterly manager meetings and more frequent staff meetings at individual stations. Each quarterly General Managers & Executive Team meeting includes an agenda item dedicated to assessing the effectiveness of our policies and initiatives in advancing diversity objectives. Additionally, one General Manager, who co-chairs the Employment Equity Committee, provides knowledgeable and thorough contributions to quarterly reporting and communication of the committee's initiatives and recommendations. This facilitates the dissemination of information to other General Managers and the Executive Team, fostering open discussions.

PML is committed to providing the very best in radio and television programming, in a very competitive environment, with a team of broadcasters from all walks of life. We assure the

Commission that we will continue to strive to meet the best practices for diversity in broadcasting now and in the future.

We have modelled the format of this report, to coincide with the document produced by the Canadian Association of Broadcasters and the Commission. It will focus on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have continued the initiatives identified last year and have added others in 2023.

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## 2. CORPORATE ACCOUNTABILITY

PML acknowledges that it is good business to be reflective of our community and has employment and diversity objectives to be a component of business plans and guide our day-to-day operations. We have also held our management and staff accountable for all policies that we have adopted and involve them in the cultural diversity planning and implementation.

PML's corporate accountability originates with our President and flows through to our Executive Team and General Managers. Leadership involvement and direction is vital to meeting our diversity commitments and ensure that our diversity initiatives are properly maintained and followed.

Diversity goals are established at the Senior Executive level, and we have created diversity measurement benchmarks throughout the hiring process. Our President, Mr. Rod Schween, has overseen development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2023.

Part of the annual workflow that occurs at PML is quarterly meetings, as previously mentioned above, with our General Managers and Executives Team. There is an agenda item each meeting to discuss employment equity and diversity initiatives that are successful within our various operations. The sharing of ideas and successful initiatives result in increased opportunity to achieve our diversity objective. In turn, General Managers meet regularly with their on-air and other staff at their stations with employment equity and diversity as mandatory topics of discussion. This transfer of knowledge from the GM's assists us with staff awareness and involvement. We also require our Company "Employment Equity Policy" and our "Non-Discrimination and Duty to Accommodate Policy" posted in all our station locations in British Columbia, Alberta, Saskatchewan, and Manitoba as well as make available on a company-wide drive that holds these digital documents, that every PML employee can access.

All General Managers across our stations bear the responsibility of understanding and implementing Best Practices for Diversity, supported by access to relevant decisions from the Commission. They actively seek training opportunities in diversity, both within the communities that they operate in and externally. As will be listed later in this report, we also require all stations to monitor and report on specific diversity initiatives. General and Station Managers are directly accountable to the President of PML, ensuring that best practices are pursued. The details of these local initiatives follow in this report demonstrate those efforts in 2023.

In 2023, we updated and re-published our PML Employment Equity Plan along with posting our annual Employment Equity Narrative Report in our operations. Not only does this allow for all staff access to reading these reports to familiarize themselves with our initiative and process, but it also keeps the subject in front of mind. We keep the diversity conversation going by discussions

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

Part of our onboarding of newly hired PML employees is the distribution of our New Employee Handbook. Our comprehensive New Employee Handbook, outlines company policies, expectations, and procedures, emphasizing aspects of Cultural Diversity, Employment Equity, and Accommodation. It is vital to us that our new employees understand the importance Employment Equity and Diversity play in our organization and we have all new employees sign off that they have read and understand these concepts, upon reviewing the handbook.

The Performance Appraisal form, central to annual manager/employee discussions, underscores the company's commitment to "employment equity, increasing diversity, and removing barriers to designated groups." Employees are encouraged to voice concerns related to Employment Equity and barriers to career opportunities during these discussions, fostering an ongoing dialogue. This process ensures at least an annual conversation with each employee to enhance Employment Equity, Diversity, and eliminate systemic barriers.

Furthermore, a Performance Improvement Plan exists as an additional evaluation tool for employees requiring performance improvement outside of the annual review. This form similarly invites employees to express concerns or identify barriers related to Employment Equity, fostering a continual commitment to improvement and inclusivity.

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

PML is currently in the process of gathering the data on our most recent Self Identification Questionnaire. This gives our Team members the opportunity to review their designation of one of the four designated underrepresented groups. This allows us to have up to date data on our employees to fulfill our reporting requirements.

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### **3. RECRUITMENT & HIRING**

PML has a centralised process for job postings and recruitment across the company. All job openings are approved by the President and then emailed directly to all Team members and posted within each division of PML. Our policy is to promote internally and, whenever possible, from the four designated groups. Internal candidates are guaranteed an interview if they apply to ensure a conversation is had about where they see themselves advancing and what their career goals are. This has allowed for us to uncover some unspoken intentions of employees, recognize the employees' desire to progress within the company and focus our mentoring efforts. The opening is also posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, as well as internet recruitment sites like Indeed, LinkedIn, and Facebook. When a job opening is one that is not broadcast specific, such as an accounting position or administration, we also canvas local underrepresented community groups. All local markets are given the autonomy to post in additional job boards that are most fruitful in their respective markets.



Pattison Media actively collaborates with organizations like Inclusive Employers - Ethos, Aboriginal Job Board, Government of Canada Job Bank, and others to connect with potential candidates for open positions. Despite our concerted efforts, finding individuals with industry-specific training backgrounds remains a significant challenge. We are proactively engaging with these groups, encouraging them to inform their members about available opportunities. Additionally, PML staff members are ready and willing to directly engage with these groups in discussions about what PML offers potential candidates.

PML actively works with many broadcast and journalism communication institutes such as BCIT, SAIT, NAIT and Western Academy of Broadcasting, to provide practicums or internships for broadcast students seeking employment in the industry. Some of our finest hires have been through this process. We are in touch with all broadcasting and journalism programs throughout the year to connect with their students and make them aware of our PML Annual Equity Scholarships. Many of our GM's and Executive Team are alumni of these schools and have found ways to promote and support these programs throughout the year via their representation on industry boards and at their events.

A primary obstacle in our hiring process is the limited availability of applicants from specific designated groups. Often, this challenge can be traced back to barriers in accessing relevant training. Many roles within our operations necessitate some form of post-secondary education. Unless individuals from designated groups are inspired during high school or shortly thereafter, the prospect of pursuing a career in our industry may seem restricted to them. Addressing this issue requires a collaborative effort to enhance accessibility and awareness of training opportunities within these communities.

With the economic challenges of 2023, PML has found that later in the year, as other media companies have been reducing their workforce, we have benefitted from their downsizing. Our job postings were drawing a significant increase in not only the number of applicants, but candidates that fit the requirements more fully. This will only be an anomaly for a short time as the qualified candidates will be either hired by media companies and stay in the media industry or change careers and settle into their new roles in a different industry.

Aside from the positive impact on qualified candidates, members of the Pattison Media Employment Equity Committee consistently observe that these hiring challenges are often specific to certain markets. Recruiting Indigenous individuals remains a persistent difficulty. This issue is prevalent in various markets, including those with sizable Indigenous communities like Prince Albert/North Battleford in Saskatchewan. Despite extensive outreach and posting efforts, our company faces a shortage of applicants in these areas.

Division General Managers have also underscored the challenges in hiring individuals from designated groups, especially within the Indigenous community and people identifying as a Visible Minority. The pool of qualified candidates is inherently limited, and the numerous options available for post-secondary training further diminish this number. Individuals with Indigenous ancestry and the qualifications are in high demand, placing private broadcasters in competition with Indigenous groups, larger broadcasters, and even companies outside the broadcasting sector. Additionally, the retention of Indigenous employees remains a challenge due to their low numbers and the

keen interest from other employers in hiring them. Addressing these challenges requires a multifaceted approach to enhance recruitment and retention efforts within these communities.

A way that we capture the most accurate employment equity data on who is applying for our positions and help us determine our success in reaching underrepresented groups, is by an online self ID form attached to all job applications. This form is submitted along with the job application to ensure that hiring managers have all the information required at the start of the hiring process. This online form has simplified and streamlined the data gathering process.

The subsequent task for the hiring manager involves submitting the pertinent data of successful candidates from this job listing to the online New Hire Review form. This comprehensive form encompasses details such as the total number of applicants, the count of interviewees, the representation within designated groups, and whether the successful candidate identifies as a member of any designated group. The completion of these New Hire reports is mandatory for every position, a directive that has been clearly communicated to all hiring managers at PML and is reported on during PML quarterly meetings. The data from these reports is a focal point during our company's quarterly meetings, where insights and trends from the reports are discussed, contributing to our ongoing commitment to transparency and accountability in our hiring practices.

In 2023, during the hiring processes, 677 people applied and 216 interviewed. 36 of the 64 hired, were part of designated groups.

The following are several key results of our company's recruitment in 2023 for vacant positions:

- Of the 677 applicants, 277 (40.9%) were women. 123 (56.9%) of those interviewed and 32 (50.0%) were eventually hired.
- 25 (3.7%) of those who applied, self-identified as Indigenous. This made up 7.9% (17) interviewed and 10.9% (7) of hires.
- 99 (14.6%) of applications came from members of Visible Minorities. This group had 22 (10.2%) of interviews, for 4 (6.3%) Visible Minority hires overall.
- 26 (3.8%) Persons with Disabilities were applicants. 9 (4.2%) were interviewed and of those, 4 people (6.3%) were hired.

In addition to these specific examples, Pattison Media has an Employment Equity Policy that states its purpose and commitment to Employment Equity, names the four designated groups and mentions the need for special measures.

We have many examples in 2023 of diversity in hiring and promotion at PML. Some examples from our different stations are listed below.

- **Kamloops, BC** – A newly hired Technical Director, who identifies as a visible minority, is applying for Permanent Residence status in Canada. PML is supporting him and this process to provide documentation and necessary information to move his application forward.

- **Grande Prairie, AB** – They have been working on their outreach and EE initiatives focusing on youth and Indigenous communities. This has been years in the making with the Indigenous community, and they believe it is paying off and the investment of time in this area is showing them through actions that they are committed to helping them in as many ways as they can. Their youth outreach has been life changing for the young people that they have had job shadow in the station:
  - A female approached their on-air host during a remote and has job shadowed in the Creative and Production departments. Doing some podcasting in high school, she is interested in pursuing opportunities under our Pattison Media brand.
  - An autistic, special needs student from the YMCA Bridging Gap program was hosted for a day and he has asked to return for a week to see more departments. His counsellor shared that they had ‘changed his life’ showing him the possibilities in broadcasting.
- **Winnipeg, MB** – An EE Committee Member participated at St. Mary’s Academy (an all-girl high school) Career Mentorship program. This year, she was on site talking to students about possible careers in the media/communication industries as well, sharing her own journey in radio broadcasting. Many of the interviews she participated in were first-generation Canadians.
- In our **Vancouver Island** operations, they hired an Indigenous, female from our Cranbrook location who filled their available of Announcer and Promotions Assistant.

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## 4. RETENTION

Our steadfast commitment to team members, encompassing comprehensive policies, procedures, attractive employment opportunities, competitive benefits, fair remuneration, and a vibrant workplace environment, has been instrumental in fostering a culture where many employees choose to stay for the long term. While we enjoy these long-term relationships, PML acknowledges the necessity of adopting more targeted approaches to promote workplace diversity, to mitigate the highly competitive job market, an aging workforce, and the difficulty in sourcing qualified candidates for various divisions.

The following key employment policies play a crucial role in ensuring a culture in each location that collectively contributes to the overall job satisfaction and longevity of our employees, helping us navigate challenges in talent acquisition and retention amid the dynamic landscape of the contemporary labor market.

- PML has an Anti-harassment and Bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (i.e. sexual, racial, and personal comments). The policy outlines the company’s commitment to providing a harassment-free and bullying-free workplace and gives definitions and examples of harassment and

bullying. The policy also describes the complaint procedure and appeal mechanism. It is a requirement that the Policy to be posted in each business unit.

- PML has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008 and published in 2023) to contribute to meeting this diversity best practice's objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all our operations, and managers have been trained to communicate the importance of these initiatives within our company.

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

PML highly values employees who demonstrate expertise in their work and take pride in their contributions. The significant investment that PML dedicates to accommodating employees' needs yields substantial benefits for both the company and its workforce. This approach enables the retention of experienced individuals who bring valuable knowledge to the operation, while simultaneously providing employees with a sense of job satisfaction derived from their meaningful contributions. Pattison Media is proud of its track record in fostering such achievements.

While it's challenging to compel individuals from diverse cultural backgrounds or the four designated groups to join the company, our proactive strategy involves providing potential applicants with comprehensive information about what the company can offer. Once we attract someone, our focus is on creating a nurturing environment that encourages them to stay and grow within our operation.

We have several examples of promotions in 2023 of existing PML employees who have been able to take advantage of opportunities to continue growing their careers. We advertise all our job postings internally and encourage individuals to pursue job opportunities at our other locations if it will assist their career plan and offer them further opportunities to diversify their skills and achieve their long-term goals.

- A female, part-time Administrative Assistant, in Kamloops, BC, was cross trained in accounting to be able to take on an additional role as we transition to a new payroll system.
- In Medicine Hat, AB a woman journalist was hired to replace the resignation of a male in their newsroom.
- A female receptionist was hired in Winnipeg, MB, part-time.

- In Vancouver, a female announcer, was trained to do music scheduling as well as promoted to do voice tracking on air in the evenings.
- A female, Administration Assistants in Vancouver, has been trained and had their role expanded to incorporate other responsibilities with Winnipeg and Chilliwack.
- A female Program Director in Lethbridge was promoted to Station Manager as the General Manager relocated to lead 2 newly purchased stations in Brandon, MB.
- A female, former part-timer in our Vancouver property was hired full-time as an Account Executive in our Prince George location.
- Victoria hired a female, visible minority for their part-time Promotion Cruiser for the summer.
- Vancouver Island added a female Account Executive to their sales team.
- A female casual Street Team member was hired and replaced a departing Promotions Coordinator in Vancouver.
- Chilliwack BC station promoted a female, from Account Executive to Retail Sales Supervisor.

The following have been some instances in 2023 where we have provided extra accommodation to our team members to contribute to the retention of our Team members:

- Melfort, SK reported improvements were made to their office to assist a staff member with a walking disability. They renovated one of the offices on the Studio side of their building and made a new Wheelchair accessible bathroom. Prior to this, they didn't have a bathroom that was accessible without doing stairs. With a bit of office shuffling, they have made things a lot better for their staff.
- A long time Program Director in Winnipeg, MB 'retired' from her position and agreed to work from her new location in Nova Scotia, continuing to provide Music duties for the foreseeable future. PML Winnipeg was happy to be able to accommodate this long serving employees desire to keep her contact with the station, move to her dream location and reduce her work responsibilities.
- A Part-time receptionist requested a floor protector for her workstation to allow her to feel more stable while working, in Winnipeg, MB. It was purchased and has successfully allowed her to be more comfortable.
- A female Traffic department worker who was working remotely from High River, who asked to rejoin our Red Deer location, was welcomed back into the office.
- Grande Prairie, AB worked with a highly skilled Digital Coordinator to offer a more flexible work schedule that works for both parties.
- PML Kamloops, BC brought in a one-to-one addictions counsellor to help a female announcer.
- Prince George, BC has a full-time employee who requested to work remotely. This employee has been supported with at-home equipment to easily make that transition.

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## 5. PROGRAMMING, NEWS & INFORMATION

Year after year, diversity in programming continues to expand at Pattison Media. We actively showcase this growth by not only featuring diverse faces and voices from our own studios but also by incorporating a diverse range of content through the network and purchased programming on our TV stations—CFJC-TV, CKPG-TV, and CHAT-TV—via our partnership with Rogers. This commitment reflects our dedication to representing and celebrating diversity across our broadcasting platforms.

Our TV programming reflects the diversity of North American culture through shows such as:

- **Quantum Leap** - A reboot of the show from the 90's. This one stars an Asian lead, Raymond Lee and features a diverse cast that includes Nannisa Lee, Ernie Hudson and Mason Alexander Park.
- **Lopez vs. Lopez** – this is a half-hour sitcom featuring father-daughter duo of George and Mayan Lopez and features a diverse cast.
- **Hudson and Rex** – this Canadian series features Detective Charlie Hudson who teams up with what he calls his "highly trained law enforcement animal", a German Shepherd dog named Rex who he prefers to team up with because the dog doesn't talk his ear off. This show features a diverse cast, such as Mayko Nguyen, who plays the Chief of Forensics.
- **Tribal Trails** – A Christian ministry program for Indigenous believers. This program features First Nations people telling their life stories and prides themselves on bringing the Good News to thousands of First Nations homes across the country each week.
- **Remembering the Children: National Day of Truth and Reconciliation** – All PML TV stations aired this 90-minute commemorative gathering that was broadcast from Parliament Hill in Ottawa. This multilingual broadcast served as an opportunity for viewers to honor residential school survivors, their families, their communities and all the children who never made it home.
- **Jennifer Hudson Show** – A talk-variety show, hosted by a visible minority and woman, Jennifer Hudson.
- **Canada's Got Talent** – a talent variety show, showcasing diverse Canadian acts as well as using a diverse judging panel including Kardinal Offishall and Lilly Singh.
- **Let's Make a Deal** – A game show where costumed, contestants try to get the attention of Wayne Brady, Emmy award winning host and visible minority, to compete for money and prizes.
- **The Irrational** – This crime drama series stars a diverse cast with Jesse L. Martin, visible minority, as lead actor. The show centers on Alec Mercer, played by Mr. Martin, a world-renowned professor of behavioral psychology with a unique insight into human nature.
- **Found** – A procedural drama, starring and produced by visible minority, Shanda Hampton, as well as employing a diverse cast. Ms. Hampton portrays Gabi Mosley, a recovery specialist,

and her crisis management team work to find missing people who they believe are overlooked by the system.

- **Family Feud** – This game show that features two families who compete to name the most popular answers to survey questions. Families chosen are from diverse backgrounds and is hosted by visible minority, Steve Harvey.
- **Cityline** – Hosted since 2008 by Tracy Moore, a woman and visible minority, this longest running daytime talk show for women in Canada has diverse guest experts who share their knowledge on various topics from fitness, interior design, beauty, fashion, relationships and more.
- **What Would You Do?** – A hidden camera show examining how people behave in a situation that requires them to either act or mind their own business. It depicts many people from the public that are members of culturally diverse communities as well as being hosted by John Quinones, a visible minority.
- **American Idol** – This singing competition television series that involves discovering recording stars from unsigned signing talents, with the winner determined by viewer voting. Many of the contestants and judges are members of diverse communities.

PML sees it as our responsibility to ensure that Canadians from all backgrounds can see themselves represented in mainstream TV programming. We are committed to actively seeking out and promoting programming that aligns with these objectives. Additionally, the inclusion of descriptive video on programming enables viewers with visual impairments to have enhanced access to the shows they want to watch on our television stations.

PML and its individual stations prioritize the reflection and portrayal of diversity in news coverage and information programming. The mechanisms outlined in the "Retentions" section and the preparation of this annual report play a vital role in assessing our progress towards diversity goals.

To guarantee diversity in news coverage, all our newsrooms are proud members of the Radio Television Digital News Association (RTDNA) and adhere to the RTDNA policy statement, which emphasizes "everyone's story reflecting Canada's diversity." We have implemented a company-wide News Reporting Policy and Standards Guide distributed to all newsrooms for staff compliance. News Directors are responsible for ensuring that all reporters have a copy and adhere to the policy. This document places particular emphasis on clauses related to human rights, sex-role stereotyping, religious programming, and includes the Code of Ethics from the RTDNA. It is worth noting that while many of our operations, particularly those in smaller markets with music-based formats, do not provide an editorial perspective on stories, our commitment to diversity remains unwavering.

PML takes immense pride in the enduring 30+-year partnership between our Vancouver FM station, CJJR-FM, and RHIM JIM radio, providing South Asian service through a SCMO (Subsidiary Communications Multiplex Operations) arrangement. This collaboration has deepened our connection with the South Asian community in Greater Vancouver. Notably, this partnership played a pivotal role in supporting Shushma Datt, the sole proprietor of IT Productions LTD., in pursuing and securing her stand-alone license on AM in Vancouver for RJ1200. The

foresight and commitment to fostering ethnic broadcast opportunities reflect a pioneering spirit, especially considering that such commitments to diversity in radio were not commonplace 30 years ago.

In our commitment to diversity, we strive to ensure that the experts and commentators featured in our news stories transcend their cultural backgrounds and provide commentary on a range of issues. While many of our stations, particularly those in smaller markets, do not have news-intensive radio formats, we recognize the importance of consulting experts on-air where applicable. Despite challenges in accessing experts on various news topics, we are dedicated to best practices, seeking individuals from diverse backgrounds, and ensuring their comments extend beyond topics specific to their ethnicity. Several examples in this report illustrate our commitment to showcasing diverse perspectives in news coverage.

In our portfolio of multiple music formats and across varying market sizes, the dedication of all our General Managers at PML remains unwavering in ensuring that their stations authentically represent the diversity of their respective communities. Actively engaging in outreach efforts, they cultivate relationships with culturally diverse communities within their operating regions. This commitment is extensively detailed in our "Outreach" initiatives, presented later in this document, where internal policies and various initiatives contributing to a diverse and inclusive programming environment are highlighted.

Pattison Media Ltd. has evolved from its roots as an operator in smaller markets to become a growing Western Canadian broadcast group with a broader regional presence. PML is committed to fostering a shared corporate culture that aligns with the policy objectives of Employment and Diversity across all our radio and television stations. We continue to make progress in this regard in 2023 with the following examples:

## **COMPANY WIDE**

**TRUTH AND RECONCILIATION - A Day to Listen**, Sept 30, 2023. The Programming Executive Team decided to have all PML stations participate in this special day of programming. This 6 am – 6 pm produced special had VIP artists and guests who spoke about their Indigenous identity through conversations about representation, the fusion of traditional and contemporary music, land protection and several other vital topics to reconciliation. Each station pre-promoted the event on-air, websites, social media pages and with links related to local events.

## **BRITISH COLUMBIA**

### **Vancouver**

- Girls in Aviation Day is an initiative that is associated with Women in Aviation International, the world's largest organization dedicated to increasing the number of women involved in all aspects of aviation and aerospace. Our stations in Chilliwack, and Red Deer both mention their support of this event at their local airfields by on air mentions, websites, social media posts, and via interviews.
- Through Amplify Vancouver (our local business support initiative), PML stations helped amplify a variety of businesses that support, promote and are run by Women, Indigenous



Peoples, persons with disabilities and members of visible minority groups. Just a couple business examples include the BIPOC + Local Marketplace which showcases local + BIPOC makers from all over B.C and East Van Roasters with a social enterprise program designed to offer training and employment opportunities to women living in the downtown east side of Vancouver.

- Our stations continue to work with Science World on their 'Trailblazing' exhibit which highlights trailblazing women in Canada since 1867. PML Vancouver ran women themed contesting and promotions on-air and online to highlight this exhibit and the remarkable stories of the women who have shaped Canadian history.

### Chilliwack

- Our station sponsored the Chilliwack Ford Charity Golf Tournament in August which benefited the Memiyelhtel - an Indigenous Youth Mentorship Program within Sto:lo nation.

### Kamloops

- PML Kamloops sponsored and supported with advertising on all radio/TV and digital platforms "Music for the People". A night of musical fusion and celebration blending Indigenous music with those of other cultures. Proceeds garnered were given to the Indian Residential School Survivors Society. The show played to more than 800 attendees on September 18th at the Tk'emlúps te Secwepemc Arbour outdoor stadium.

### Prince George

- Miracle on Third which was a fundraiser put on by Pattison Media PG to benefit Positive Living North, an organization that provides services and assistance to people living with HIV and Aids. The event was a huge success with over \$14,000 in funds being raised along with an additional \$12,000 worth of goods for distribution by the organizations.

## **ALBERTA**

### Whitecourt

- Reported on a local man, a person with disabilities, competing at the 2023 Canadian All Abilities Championship.

### Red Deer

- Afro-Caribbean Festival is a new annual festival that informs, celebrates, and brings awareness to the Afro-Caribbean community in Central Alberta. Stations in that market promoted the event, on-air, on their websites, social media pages and via interviews.

### Calgary

- Our stations promoted and supported GlobalFest, a not-for-profit community development agency dedicated to celebrating, showcasing, and promoting Calgary's ethno-cultural diversity and artistic excellence. They enrich the lives of our citizens and strengthen our

community, while simultaneously enhancing Alberta's reputation as an international destination. GlobalFest is dedicated to facilitating discussions around racism, discrimination, oppression, and justice, through forums and educational programming with the intention of sustaining commitment by our community to work towards a more inclusive society.

## **SASKATCHEWAN**

### **All Saskatchewan Markets**

- The Programming Team and news portals across all markets followed along with schedules and updates about Team Saskatchewan at the North American Indigenous Games through the first half of July. Keeping a close eye on local athletes in various events including baseball, volleyball, archery, swimming, track and field, and many others! Team SASK had a tremendous medal count, and the excitement was felt at home.
- They helped promote the opening of the new Aesthetics Salon "Kamiosit – Beautiful One" in the Battlefords. Kamiosit is the First Nation Salon in Saskatchewan to offer full hair and esthetics courses.
- PML North Battleford helped promote a community Christmas Party that is open to all new Canadians and residents of the Battlefords. This event helped familiarize families who have immigrated from places like Pakistan, India and beyond with their local Christmas traditions. They tied this into an on-air segment that asked listeners "Where is your family from?". This opened a discussion of family origins from around the globe and Christmas traditions associated with different cultures.
- PML Battleford stations had various Indigenous people on-air voicing 30 second messages on what Christmas means to them. Talking about their culture and traditions including one of the messages being voiced in Cree.

## **MANITOBA**

### **Winnipeg**

- Promoted Inclusion Winnipeg – this nonprofit enhances the lives and status of people living with an intellectual disability, support families, and advance their human rights and inclusion in the community. They posted various events on webpages and social media pages for events such as their information session and annual Fall for Fashion Gala Fundraiser.
- On air hosts participated in and hosted the Easter Seals Drop Zone. Easter Seals is Canada's largest local provider of programs, services, and development of the disability community. In Winnipeg, they are associated with Manitoba Possible. They enhance the quality of life, self-esteem and self-determination of Manitobans living with disabilities.

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## **6. INTERNSHIP, MENTORING & SCHOLARSHIPS**

PML takes great pride in providing aspiring young broadcasters with opportunities to be part of our operations through internships, with some eventually transitioning to full-time positions. We

maintain an ongoing relationship with all broadcasting schools in Western Canada and several locations in Ontario. Throughout the years, a significant number of our employees have joined us from institutions such as BCIT in Vancouver, NAIT in Edmonton, SAIT, and Mount Royal in Calgary, as well as Toronto Metropolitan University, and more. The stations have experienced a high success rate in hiring these students after the completion of their internships, underscoring our commitment to nurturing and fostering emerging talent in the broadcasting industry.

Mentoring is integral to the fabric of the Pattison Media experience. Leveraging the wealth of knowledge from our long-serving staff, we offer robust mentorship to young employees embarking on their careers. Placing young employees in smaller markets allows them to gain unique experiences not often found in larger markets, where interpersonal relationships among employees can be more limited. Our team takes pride in fostering a collaborative environment where everyone works together for mutual benefit. Many of our younger employees have successfully transitioned to careers in larger markets, a testament to the impactful mentorship they received at Pattison Media.

In 2023, PML continued its Program Director Mentor program, which was originally launched in 2021. This program was carefully crafted with a focus on various key elements that constitute the role of a Program Director. Open to anyone within the company, the application process aimed to identify individuals who demonstrated potential in leadership roles. This initiative was driven by our vision to cultivate our Wildly Talented Team to become the leaders of tomorrow, contributing significantly to our succession planning efforts. The program has proven to be successful and rewarding, and we anticipate expanding and applying this mentorship model to different areas of our company, such as Creative Writers and General Managers, in the coming years.

Our annual PML Equity Scholarship, is now fully supported by all stations across 4 western Canadian provinces. Acknowledging the challenge that our Newsrooms continue to have in finding qualified candidates to fill crucial positions to report local news, we focused this year on Journalism students specifically. Pleased with the exceptional candidates that applied, we awarded 4 of them, \$2500.00 each in April of 2023. This expanded program now totals \$10,000 in scholarships, up from \$4000.

Part of the promotion of the PML Equity Scholarship is to maintain contact with the instructors and leaders of broadcast and journalism programs. This helps not only to promote the scholarship but to maintain a relationship with them to keep PML top of mind in their conversations with their students.

PML is delighted to report that in 2023, we have successfully attracted interns from various broadcasting programs, reinforcing our commitment to supporting emerging broadcasters. Our General Managers have played a crucial role in maintaining strong connections with local high schools and broadcasting schools in their communities. Through regular communication, they ensure that students are well-informed about the opportunities available at PML, further strengthening our ties with the next generation of broadcasters.

Below are some examples of the positive relationships our employees have formed in 2023 through mentorship opportunities:

## **BRITISH COLUMBIA**

### Prince George

- A female intern in PG was subsequently hired for a full time Video Journalist position in Kamloops BC. She was also an applicant in our PML Equity Scholarship.
- PML PG promoted a part time 'Funchaser' to a full time Newsroom position replacing a male VJ who resigned. He brings a host of experience in helping develop our presence to a younger audience. He is not formally trained as a news reporter so there will be a longer break in period for him to be working on TV news. He will be working on Radio reads for afternoon and fill in and fits one or more of the four EE targets.
- An intern joined our PG station for a 4 months stint with the radio team from NAIT. She has been on-air and has a passion for production.
- They worked with local client – Career Vocational Training Centre – to arrange an internship in Tech Services for a 4-week period in April and May. Further to his internship, he was hired as a part time Master Control Operator and has progressed very well.

### Vancouver Island

- A female part time, Promotions Cruiser and remote roadie, was trained on the control room board as a hockey operator and possible on-air host fill-in.
- News intern went to the Island from SAIT where she's in their broadcast journalism program. She's previously from the Nanaimo area so reached out about the possibility of a practicum with them. She was in house beginning Feb through to March and saw her byline on plenty of Nanaimo News NOW articles and heard herself on air.

### Kamloops

- A Practicum Student from SAIT was hired on and had their tenor extended until Fall 2023, to cover a for maternity leave for a TV & Radio News Anchor/Reporter.

## **ALBERTA**

### Lethbridge

- They had a practicum student, join their newsroom from Lethbridge College and will have another student scheduled to work with their Programming and Promotions team in April/ May also from Lethbridge College.

### Grande Prairie

- Mentored a female visible minority for future placement and career opportunities in Broadcast Journalism. They also committed to attend upcoming spring career fairs at two local high schools.
- Their teams, from their respective morning shows on Rewind and Big Country attended Career Fairs at St. Joes and JP2 High Schools on May 17th. We had great interaction with

several students, including females and many different ethnicities. We found the interest in radio/media to be very high. For security and transparency in dealing with underage students we asked the interested students to sign sheets that we would pass to the organizing teacher for follow up later. They also reached out to an additional local high school to offer their services at their upcoming Career Day in the fall.

- A female, person with disabilities community member joined the Breakfast Show for a job shadow with her service dog. She is physically disabled and has expressed an interest in a Radio career. They showed her the ropes, invited her back anytime and informed her of the Pattison Equity Scholarships available if she does choose to follow up by attending one of our accredited Broadcast Schools.
- PML GP also hosted a female SAIT student in Creative and Production for 3 weeks in February. She did a great job, particularly in Production where she discovered a love for producing that she didn't know she had. This intern has family in Grande Prairie so when we have an opening in Creative, she would be a strong candidate.

### **SASKATCHEWAN**

- PML North Battleford had their Program Director selected and graduated from the PD Mentor Program in 2023.

### **MANITOBA**

#### Winnipeg

- In January, PML Winnipeg gave a tour to a visible minority student from Louis Riel Arts and Technology Centre. In March, they gave a tour to Career Trek, a nonprofit dedicated to helping marginalized youth discover the importance of education and career development. The M-Power Program specifically is geared toward young mothers still in high school, where the participants are exposed to hands-on learning versus a classroom setting.
- A young woman in Winnipeg approached a host while he was on remote and followed through with contacting the station for a job shadow. She showed promise in Creative and Production as she had done some podcasting work while in high school. Now 21, she is looking for a career and is excited about all the opportunities under our Pattison Media brand.
- A student from Mid-Ocean School of Media Arts, completed a three-week practicum in production in April. He identifies as a minority – a recent immigrant from the Philippines.

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## **7. COMMUNITY & INDUSTRY OUTREACH**

At PML, we recognize that radio and television stations are intensively local services with strong ties to their communities. In 2023, we continued our commitment to outreach our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba and we are pleased to describe some of those initiatives here. Pattison Media operates in 32 distinct communities. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection, and portrayal of diverse communities.

PML has played a pivotal role in supporting the establishment of a new Indigenous Radio station, in the Kootenays of BC, aiding them in acquiring their CRTC license. Throughout 2023, our technician based in Cranbrook and Fernie, BC, conducted monthly visits to the Piikani Nation Radio studio in Brocket, AB. During these visits, she has provided invaluable technical guidance and assistance with repairs, ensuring they have the necessary support. Collaborating with our Technical Director, she also played a key role in preparing them for the CRTC licensing process.

Our support extended to helping the Indigenous Radio station navigate changes, including frequency adjustments, and addressing any questions or concerns they encounter as part of their CRTC certification. Additionally, we actively contributed to creating and maintaining their technical documentation, aiding in communication with vendors, and leveraging the resources and contacts within Pattison Media to assist with non-technical aspects such as production and automation training.

This collaborative effort reflects our commitment to fostering diverse and inclusive voices in our industry and the broadcasting landscape, particularly in supporting Indigenous initiatives to establish and operate their radio stations.

In 2023, PML continued the AMPLIFY Canada program. Developed by President, Rod Schween, this initiative launched in August of 2021 and wrapped up in 2023. This program brought focus to local businesses who AMPLIFY their community by promoting them on air and online. Initially developed as 'helping hand' to struggling small, local businesses during the pandemic, we maintained this program as we saw that small business has continued its struggle due to high inflation, and continued challenges with supply chain. AMPLIFY was designed to remind community members to shop locally and be supportive of those in their own communities. The listeners nominated their favorite local business who went above and beyond to give back to their communities. This also has a Podcast series element, produced by Everything Podcasts, that has featured Indigenous, Visible Minority and Women-run businesses. The total commitment to this free airtime for business is over \$6.5 Million Dollars.

PML's award-winning stations are deeply rooted in their communities, actively reporting on local news and events of interest to their audiences. They are wholeheartedly supportive of the communities they serve. In 2023, PML Stations demonstrated their commitment by donating \$26 million in airtime to various charities, public service initiatives, and local fundraisers. From supporting the Red Deer Native Friendship Society, Basics for Babies, and Salvation Army Christmas Kettles to contributing to the Prostate Cancer Fight Foundation, Ronald McDonald House, and Canadian Blood Services, our radio and television stations took a prominent role in numerous charity initiatives and events. This collective effort was aimed at enhancing the well-being of the communities they call home.

To showcase the extent of our community outreach and underscore our dedication to covering diversity stories, below are examples of contributions to diversity made by our stations during 2023:

## **BRITISH COLUMBIA**

### Prince George

- Sponsored and attended 'Build the North'. This annual conference aims to address the biggest issues facing the construction industry in Northern BC. It delivers education, information, and presentations to help owners make the best decisions that will impact their business. This year, during the conference, they explored ways to create resiliency from all sides, a 360-degree approach. They were joined by Angus Reid, former BC Lions linesman and Grey Cup champion, as keynote speaker as he spoke about what makes elite leadership.
- Also sponsored The Prince George Kodiaks Football Club by rolling out the red carpet for the first-ever "Black and Gold Gala" in support of the organization's scholarship programs. They were excited to partner with the Prince George Kodiaks Football Club on this event as the new Indigenous Play Fund will make a positive difference in the lives of Indigenous youth who might not otherwise get the opportunity to participate in sports.

### Kamloops

- PML Kamloops, in celebration of Black History Month spoke with former Kamloops resident Ronelle Roode-Brothers, an accomplished dancer and musician with South African roots. Ronelle's family moved to Kamloops from Cape Town when she was a young girl, during the apartheid era. Her creative talents have taken her around the world.  
<https://cfjctoday.com/2023/02/15/my-parents-had-this-dream-move-from-apartheid-era-south-africa-to-kamloops-helped-unlock-a-career-in-dance/>
- They spoke with a woman living her life as a legally blind person to raise awareness during White Cane week.  
<https://cfjctoday.com/2023/02/01/white-cane-week-back-to-bring-visual-impairment-awareness-to-kamloops/>

### Kelowna

- They ran a full story on a charity basketball game that took over the gymnasium at Cst. Neil Bruce School. It was a friendly opportunity for the community, youth, and the West Kelowna RCMP Indigenous Services to build relationships with the community.
- They interviewed an Indigenous fashion designer from Westbank First Nation who had her designs featured in a charity gala at the Museum of Natural History in Oxford, UK.
- Spotlights Motionball Kelowna – a national not-for profit organization whose mandate is to introduce the next generation of donors, volunteers, and sponsors to the Special Olympics movement through integrated social and sporting events. This includes kids with spectrum disorders like autism and ADHD, the ability to participate in sport. They hosted a Special Winter Olympic day at Big White Ski Hill.

### Victoria

- The Q! supported Chinese New Years 'Year of The Rabbit' celebration. The lions will make their way throughout Chinatown, scaring away evil spirits from the past year and blessing

merchants who hang offerings of lucky money (red envelopes) and lettuce for the hungry lions with good luck.

### Vancouver

- Their on-air morning staff MCed a free Transition and Resource Fair at University of the Fraser Valley in April. The event was for youth and adults with disabilities. The open house style event had information booths as well as 2 short, 30-minute sessions where people learned about the community partners available to help individuals connect with training programs, persons with disabilities, employment services and independent living. Their support included exposure on events calendar as well as a morning show interview prior to the event.

### Chilliwack

- They promoted the Chilliwack Society for Community Living career fair in April through on-air mentions and community calendar. The society supports those with developmental disabilities, and they have exciting opportunities for full, part-time and casual employment in Chilliwack and surrounding area.

## **ALBERTA**

### Medicine Hat

- CHAT TV continues to promote the awareness of and challenges that local Charities face. Their host – Curtis Nash goes behind the scenes to help “pitch in” and while doing so, provides a look at how Charitable organizations try to meet the needs of the community and thrive on local volunteerism. This demonstrates their interest in the community, but also highlights the needs of those who are less fortunate or are facing challenges.

<https://chatnewstoday.ca/2023/04/03/pitching-in-brown-bag-lunch-program/>

<https://chatnewstoday.ca/2023/03/20/pitching-in-meals-on-wheels/>

### Calgary

- Both stations in Calgary participated in ‘Queens for Hope’ charity event that featured live entertainment hosted by Nadia’s Hope Foundation and Calgary drag queen talent. All proceeds went to support the awareness around domestic abuse and gender-based violence.

### Edmonton

- A station sponsored the local Citadel Theatre’s Highwire Series Production of ‘Deafy’. Synopsis: Deaf public speaker, Nathan Jesper, has arrived to give a talk at his venue, although desperately late. As his speech begins, his tone and the stories he tells begin to change. ‘Deafy’ is a tragicomedy, combining spoken words, ASL and captions. Nathan recounts tales in his life of navigating relationships with friends and everyday situations dealing with deafness and, ultimately, what it means to belong.
- Both Edmonton stations supported the Silver Skate Festival in 2023. What began as a small annual skating event rooted in Dutch winter traditions has blossomed into an all-embracing celebration of winter sport, art, music, and recreation. Each year, attendees marvel at Hawrelak Park transformed into a mosaic of winter fun for the entire family! Whether gliding



along the largest skating pond in the city, marveling at the artistic talent on display at the snow sculpture demonstrations, cheering on the athletes in the winter triathlon, or cooking Bannock and learning about Indigenous oral histories and traditions in a Cree winter camp, friends and families enjoyed activities that are as diverse as the people who call our Northern community home. The mission of the Silver Skate Festival Society is to provide a free family-oriented winter celebration blending sport, recreation, arts, and culture, showcasing various skating disciplines, and promoting outdoor activities in Alberta.

### Grande Prairie

- Their team attended the Charles Spencer Junior High Career Fair. They did 3 sessions for students in Grade 9. Interest in media was high with over 50 students attending over-all and 90% of those being Visible Minority, Indigenous and Female. The students that spoke with us afterward and showed more interest were given an open invitation to set up a future job shadow at our studios.
- On International Women’s Day, they marked the day with special imaging dedicated to the day. Liners incorporated the phrase; “Accelerating and embracing equality and empowerment”. They also featured more female artists throughout the day and fully dedicated the Noon Hour Rewind to an all-female line up.
- Their initiative with the Grande Prairie Friendship Centre continued with Breakfast Show interviews on their Spirit Seekers Conference and Spring Equinox celebration. They also promoted their upcoming Gala in June with country Indigenous artist, Teigen Gayse. They planned to invite Teigen to join in-studio for a pre-performance interview. They also aired local Indigenous recording artist Ken Campbell’s song ‘Bridges’ on their ‘Off the Grid Hit.
- They were proud to sponsor the Shell Live-Wire award for Indigenous Business with \$5000 in advertising with Pattison Media Grande Prairie going to winner Lauren Moberly of Grande Cache for her business, Fallen Mountain Soap.

### SASKATCHEWAN

#### North Battleford

- On Q98 in the Battlefords they got behind the re-release of “What I Wouldn’t Do”, a collaboration project by more than 50 Canadian Artists to promote awareness and raise funds for Kid’s Help Phone. When the project was announced, and the single was released they gave it a prime-time spin in the morning show for the rest of the week. They also spoke about the incredible effort of the artists and shared the website to encourage people to learn more about the importance of Kid’s Help Phone and to make donations.

#### Prince Albert

- PML Prince Albert, focused on Women in non-traditional roles: March 8, marked International Women’s Day, a day to recognize the achievements of women around the world. Staff at *paNOW* and its sister websites took time to recognize the women who have dedicated their time to bringing the best stories to the public through writing, reporting, and anchoring.

[https://panow.com/2023/03/08/celebrating-women-in-the-newsroom-in-sask/?utm\\_source=dlvr.it&utm\\_medium=facebook](https://panow.com/2023/03/08/celebrating-women-in-the-newsroom-in-sask/?utm_source=dlvr.it&utm_medium=facebook)

- They researched and produced a story about a black, visible minority, family that continues to make positive impacts on the community after immigrating over 110 years ago. [https://panow.com/2023/02/24/black-history-month-family-continuing-to-leave-legacy-in-p-a-after-immigrating-over-110-years-ago/?utm\\_source=dlvr.it&utm\\_medium=facebook](https://panow.com/2023/02/24/black-history-month-family-continuing-to-leave-legacy-in-p-a-after-immigrating-over-110-years-ago/?utm_source=dlvr.it&utm_medium=facebook)
- Supported people with disabilities by publishing a story about a member of the 2017/18 Humboldt Broncos still pursuing hockey at the highest level, but now it's in a different way as a Para Hockey athlete. The Humboldt Broncos Hockey team bus crash of 2018, still is a topic that the community will never forget and hearing about how the players who were involved, are moving on, assists in the healing process for that area.

<https://northeastnow.com/2023/03/28/former-bronco-pursuing-paralympic-dream/>

## **MANITOBA**

### **Winnipeg**

- PML Winnipeg, SCE Lifeworks volunteer, had voiced some lines in a commercial for a nonprofit organization Community Living Interlake. They support adults living with intellectual disabilities by giving them job opportunities at their restaurant and retail store. This quarter, this spec sold and went live. QX 104 was also on remote there to promote Lunchbox Heros at Something Beautiful Restaurant and Cafe. People could order a premade lunch prepared by their staff and the money raised goes back to Community Living Interlake.
- A member of the PML EE Committee, took part in a career day with junior high students at Sargent Park School in Winnipeg's West End. Many of the students, are recent immigrant or first-generation Canadians as well as a large Indigenous student population. She focused on radio production during her presentation – showing them the software that we use to make commercials and explaining the process.
- They supported with on air mentions, a fundraiser for the Children's Rehabilitation Foundation (CFR) where money raised helped purchase specialized hockey equipment for children and youth who have physical limitations to participate in hockey. The organizer was a former client of CFR and wanted to give back to the Foundation.

### **Brandon**

- Their management decided to continue with the previous owner's tradition of supporting the Brandon Festival of the Arts with 2 - \$500 scholarships. Many potential winners reflect the 4 underrepresented groups.

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## 8. INTERNAL COMMUNICATION

**Each station or corporate group within PML is committed to ensuring that diversity commitments are effectively communicated to all staff members.**

The communication of diversity objectives and information is facilitated through quarterly meetings with General Managers, during which an agenda item specifically addresses Employment Equity and Diversity. These General Managers, overseeing our 32 locations, hold weekly meetings with department heads to discuss news, programming, and employment matters. Our Employment Equity and Diversity-related policy documents are prominently posted at all locations for easy access.

Staff members actively participate in planning initiatives aimed at increasing the inclusion and representation of diversity across all areas of station operation as appropriate. Encouraging staff members to celebrate the diversity of the communities we serve is fostered through active involvement in community events supported by each of our stations. The formalized structure of our Employment Equity Committee serves as a crucial vehicle to ensure that our stations are inclusive and reflective of the diverse communities they serve.

Recognizing that achieving a diverse workforce requires integration into normal workplace processes and practices, PML emphasizes the importance of considering diversity as a standard operating procedure. The responsibility for achieving diversity goals rests with all individuals involved in employment decisions. Accountability for these goals mirrors accountability for other company objectives. Regular communication, monitoring, and reporting are intrinsic to our practices at PML, supporting our ongoing commitment to diversity goals.