



**Rogers Media Inc.  
2019 Diversity Report  
January 31, 2020**

## Table of Contents

Introduction.....	3
Corporate Accountability .....	4
Recruitment, Hiring, and Retention .....	7
Internal Communications .....	14
Programming.....	15
Accessibility.....	53
Internships, Mentoring, and Scholarships .....	53
Community and Industry Outreach.....	54
Objectives for 2019 .....	72

## Introduction

Rogers Media Inc. (Rogers Media) is pleased to submit our 2019 Diversity Report in compliance with the reporting requirements established by the Commission in Broadcasting Public Notices CRTC 2005-24, *Commission's response to the report of the Task Force for Cultural Diversity on Television*, and 2007-122, *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*.

## Who We Are

Rogers Media is Canada's premier combination of category-leading radio and television broadcasting, sports entertainment, and digital media properties.

Rogers Media proudly owns:

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

## An Industry Leader Committed to Diversity

At Rogers Media, we encourage open communication and acceptance of diversity as an integral part of our corporate culture with a specific focus on Indigenous Peoples, members of visible minorities, persons with disabilities, and women. We are committed to respecting, celebrating, and encouraging the diversity of our employees to maximize morale and productivity. We are always striving to produce programming that accurately reflects the presence of the designated groups through fair and non-stereotypical portrayal of diversity. Finally, we recognize the importance of promoting community

involvement to better understand diversity in the communities we serve and reflect it in our radio and television programming.

## Corporate Accountability

Rogers Media is committed to creating a workplace environment where everyone has equal status and opportunity based on meritocracy. Inclusion and diversity are part of our culture and values, and we continuously work to promote and cultivate an inclusive environment driven by action, making us one of the top-ranked employers in Canada.

At Rogers Media, leadership is not just about innovation in the marketplace. It's about leading by example through a progressive approach to hiring and retention of creative talent. We believe in creating an inclusive workplace where all of our employees feel they belong and are accepted, valued, supported, and engaged to bring their whole selves to work. Only then can they reach their full potential in pursuit of high performance and the creation of compelling content.

As part of our efforts to ensure corporate accountability, particularly in regards to women's roles in the broadcasting and production industry, Rogers Media published our Women in Production Action Plan in September of 2019. The Action Plan details how we will drive change and increase the number of women in key production and decision-making roles, as well as corporate policies and programs that enact real, substantive improvements in gender parity. The Action Plan identifies a number of initiatives to effect change and establish progress in advancing parity, and details the initiatives we have in place to work towards the goal of gender parity by 2025.

## Embedded in Our Culture

Inclusion and diversity are embedded in our company values, from how we innovate to how we serve our customers. We continuously work to promote inclusiveness with awareness activities and educational programming that drive inclusive action to make us one of the best places to work in Canada, and are proud to report feelings of inclusion are on the rise for the fifth year in a row, exceeding the goal by 2% to 84%. Since 2015, the inclusion score has increased by 9%. Our long-standing commitment to inclusion and diversity is reinforced in organizational strategies, policies, systems, and practices.

## Inclusion & Diversity Management

Rogers Communications Inc. (RCI) (the parent company of Rogers Media) has in place the Inclusion & Diversity Council led by the SVP of the Shopping Channel, and is comprised of a variety of leaders from across the business that oversee the

development of our Inclusion & Diversity strategy and leads the direction of our efforts to foster an inclusive culture that embraces the benefits of our diversity. Our strategy includes six priority groups: Women, Visible Minorities, Persons with Disabilities, Indigenous Peoples, and LGBTQ2S+. Teams of employees representing these groups, and their allies, come together as Employee Resources Groups (ERGs) to organize educational events, skill-building opportunities, and community sponsorships to enable the attraction, development, and engagement of these unique groups. With the support of the Inclusion & Diversity Team, the Inclusion & Diversity Council and ERGs have access to expertise and financial resources to drive initiatives aligned to our strategic pillar of “developing our people and a high performing culture.” Action plans for our priority groups are updated on an annual basis while the strategic plan is reviewed and updated every three years.

As a multicultural broadcaster, diversity plays an intrinsic role in OMNI Television’s (OMNI) programming. OMNI’s programming and community outreach is informed by the input of a 24-person Advisory Council, with members representing all the regions across Canada that OMNI serves. Advisory Council members play a key role in diversity initiatives for OMNI, and are an essential link to our diverse communities.

In addition to their responsibilities within the company, all management and staff are encouraged to become involved in inclusion & diversity initiatives whether within our organization or within our industry at large and the communities we serve.

## **Accommodation**

We accommodate our workforce by consulting with employees on their individual needs. We offer a number of amenities for those who require accommodation, including family care rooms for nursing mothers, flexible return-to-work programs for new parents, computer software systems to assist visually impaired employees, faith rooms to allow for private observance, and a host of ergonomic work solutions. Through our new mental health strategy, we are also encouraging employees to access available resources for support and recovery. We expect this focus on awareness and combating the stigma around mental health to increase the self-identification of employees with invisible disabilities.

## **Human Rights**

Everyone at Rogers must respect, and is entitled to enjoy, all rights enshrined in Canadian and global human rights standards. We abide by the *Canadian Human Rights Act*, but we have also created our own policies and programs to promote and safeguard human and workplace rights throughout our operations, including the right to exercise freedom of association and collective bargaining.

As the foundation of our commitment, the Rogers Business Code of Conduct Guidelines clearly articulate that we will not tolerate discriminatory acts or practices by any of our employees on the grounds of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or pardoned conviction.

Our commitment to human and workplace rights extends to our supply chain. All of our suppliers are responsible for respecting and protecting human rights as a condition of doing business with us.

### Recognized and Awarded

Rogers was recognized as one of *Canada's Best Diversity Employers 2019*, marking the seventh year Rogers received this designation based on our inclusive programs for women, visible minorities, persons with disabilities, Indigenous Peoples, and members of the lesbian, gay, bisexual, trans, queer and more (LGBTQ2S+) communities. The editors of the competition highlighted the following initiatives by Rogers:

- Rogers maintains an internal accessibility working group to provide user feedback on the company's products and services and launched dedicated pricing for customers with accessibility needs, such as unlimited messaging for those who are deaf, hard of hearing or have speech impediments
- In addition to a sponsorship program for women senior leaders, Rogers expanded its Rogers Women's Network ERG in Ontario and Alberta, launching mentoring circles to match employees (regardless of gender) with peers and mentors at various levels to become a model for other ERGs, like Spectrum, to create dedicated mentoring circles for specific employee communities
- Rogers recently introduced a diversity scorecard to encourage executives to report and work towards targets within their teams, and to hold them accountable for meeting diversity goals

The awards we have received for our corporate social responsibility initiatives are a testament to our passion for giving back. Above all, these awards recognize the individuality, initiative, and enthusiasm our people bring to the community and our environment. Here are just a few of the awards that we received in 2019 demonstrating our commitment to diversity:

- NEWS 1130 Vancouver received the Community Service award from the BC Association of Broadcasters for a “Hair Raising Experience,” which raised money for and awareness about issues related to mental health and addiction.
- Country 101.1 Ottawa won *Program of the Year* from the Canadian Country Music Association for its program “Girl Power Hour, a daily radio show devoted to female artists and their music. The program was developed by Country 101.1’s programming director, Amanda Kingsland, who wanted to address lasting gender imbalance on country airwaves.
- Ottawa News 1310 Host Mark Sutcliffe was honoured by The Royal Ottawa Foundation. The stigma attached to mental illness and addiction has been one The Royal Ottawa Foundation has tried to combat since 1979 and to mark its 40-year anniversary, the group honoured 40 community leaders who’ve helped make that possible.
- CityNews Montreal’s segment DiverseCity won the Media Excellence Award at the Canadian Pakistan Affiliated Chamber of Trade Awards gala.
- City Saskatchewan’s original commissioned production, *Bridging Borders* Season 2, received the “Best of Saskatchewan” Golden Sheaf Award from the Yorkton Film Festival. The series follows stories of newcomer refugees and their sponsors as new lives are built in Canada.
- *Discovering the Root of Chinese Ancestors: a Trip to the Gold Rush Town of Barkerville*: this OMNI-produced special was one of the three finalists for the Jack Webster Prize for Best Chinese Reporting.
- Focus Punjabi’s Anureet Anureet received the *Martha Zenker Dynamic Leadership Award* from the Malton Women’s Council at their eighth annual International Women’s Day event for exceptional leadership in empowering others.
- Focus Portuguese Reporter Sergio Mourato received a Certificate of Recognition from the City of Brampton for his contributions to the Portuguese community.
- Rogers was honoured with the TRIEC (Toronto Region Immigrant Council) Mentorship Award for matching 100 skilled Immigrant Mentees with 100 Rogers Mentors.

## Recruitment, Hiring, and Retention

Our people are at the heart of our success. Rogers is committed to shaping an inclusive culture that values diversity to achieve high performance in accordance with principles of equity, equality, and merit that guide how we recruit, hire, and retain employees. We work to ensure that equal opportunities exist for all employees in all aspects of

employment while maintaining merit principle as the basis for all employment and promotion opportunities.

We believe diversity fuels ideas and our passion to innovate. The constant collaboration of ideas, perspectives, and outlooks from our diverse employees keeps us on our feet and one step ahead. As a company that provides services to many different communities in one of the world's most multicultural countries, we recognize the importance of building a workforce that reflects the profile of our customers and Canada's diversity. We believe it is important that our internal diversity reflects the diversity of our listeners, viewers and customer base by providing services such as multilingual call centres.

Please find below a snapshot of diversity statistics for our parent company Rogers Communications, which includes Rogers Media:

<b>Diversity programs for</b>	<b>Women, Persons with Disabilities, Visible Minorities, Indigenous Peoples, LGBTQ2S+, Millennials</b>
<b>Percentage of employees who are women</b>	40%
<b>Percentage of managers who are women</b>	38%
<b>Percentage of employees who are visible minorities</b>	36%
<b>Percentage of managers who are visible minorities</b>	32%

**Policies for the Recruitment, Hiring, and Retention of Diverse Employees**

To ensure we make continuous progress in the inclusion of our employment practices that includes diversifying our workforce across visible and invisible dimensions, we honour an overall corporate Diversity Management policy that maps out the steps needed to implement and monitor our inclusion and diversity initiatives. The scope of the policy establishes our position with respect to ideals of Canadian multiculturalism, and celebrates the diversity of our employees. Rogers is committed to ensuring a work environment free from discrimination, harassment or prejudice, that equal opportunity exists for all employees in all aspects of recruitment and employment, and will use the merit principle as the basis for all employment and promotion opportunities.



We believe success begins with our people and we need to ensure that we continue to attract the best qualified candidates to fill our current and future business needs. Diversity management ensures that the candidate pool is maximized and all valuable potential resources are tapped.

This policy mandates that we:

- Develop strategic human resource policies and programs that encompass all employees and recognize their individual strengths to achieve the business goals of the organization;
- Recognize that individuals have different needs and that managers/supervisors must possess the skills to work effectively with a diverse group of employees, and be provided with the necessary training; and
- Identify and eliminate barriers to designated employment groups (e.g., Indigenous peoples, members of visible minorities, persons with disabilities, and women) and report our progress to meet federal and provincial Employment Equity legislation. While identifying the representation of these groups and eliminating barriers that may prevent their full participation in the workplace are essential steps in being compliant, we want to make sure we have the same understanding for groups that are not currently prescribed in the legislation because everyone benefits from fair and equal treatment.

As well, the Rogers Workplace Accommodation Policy ensures that the workplace is open, accessible, and recognizes that individuals with special needs may require accommodation in order to perform to their full potential. It is our policy to provide an inclusive work environment to all current and potential employees.

We accommodate our workforce by consulting with employees on their individual needs. We offer a number of amenities for those who require accommodation, including family care rooms for nursing mothers, computer software systems to assist visually impaired employees, faith rooms to allow for private observance, and a host of ergonomic work solutions.

## **Recruitment**

To reach diverse candidates, our Recruitment team embeds diversity into their strategy to attract and hire talent that includes collaboration with a variety of community organizations and agencies, such as Lime Connect, Miziwe Biik, and the Aboriginal Professionals Association of Canada. We continue to ensure a diverse slate of candidates is presented for leadership positions and aim to broaden our recruitment partnerships in 2020. Our careers website promotes our commitment to inclusion & diversity and reflects the diverse groups we support to improve their employee experience.

Through our relationship with Career Edge and participation in their Career Bridge and Ability Edge programs, we provide internships to internationally educated professionals and persons with disabilities. In addition, we have worked with Miziwe Biik and First Nations of Quebec to attend career fairs. Rogers also hosted an Aboriginal Professional Association of Canada (APAC) mixer at the Toronto location. We will continue to work on recruiting and retaining diverse talent from the designated groups with a targeted focus on Indigenous Peoples and Persons with Disabilities.

## Hiring

Managers and recruiters are trained to use behavioural-based interviewing techniques. Instead of focusing generally on background and/or employment history, these techniques draw information from specific questions to assess the skills and characteristics necessary to fill each position.

In addition to corporate policies that promote diversity in the workforce, it is an encouraged practice when filling any position that at least one of the candidates short-listed during the hiring process is from one of the designated groups.

## Retention

Creating an inclusive employee experience is key to the engagement and retention of people at all levels across the organization. We focus on creating an environment where employees can bring their whole selves to work to reach their full potential by identifying and removing barriers to inclusion in our culture, systems, and workplaces.

Internal platforms are used to communicate stories of inclusion from our employees to give profile to the themes and stereotypes impacting day to day experiences of people from diverse communities. In 2019, through our *Humans of Rogers* series, we featured stories focused on mental health and LGBTQ2S+ experiences. We also create opportunities to hear directly from employees through our internal social tools where employees are encouraged to ask questions, highlight event experiences, and share community news to foster compelling dialogue.

We're transforming our workplaces with accessible features to support the diverse abilities of our people, including the standardization of gender inclusive washrooms in our workplace designs, and quiet rooms for people to practice spiritual and well-being needs.

Education is a key component in changing mindsets and behaviours towards inclusion. A variety of virtual and in-person learning options are available to employees starting on day one at Rogers as part of our national Onboarding program where new employees

are introduced to the topics of inclusion and diversity along with community and training resources they can access to support their experience.

All employees are required to undergo business conduct training that addresses the potential influences for bias and/or discrimination in the workplace, and they are strongly encouraged to complete training dedicated to fostering a Respectful Workplace along with education on the company approach to inclusion and diversity complemented by scenario-based exercises that promote practical learning applications.

In 2019, we expanded our unconscious bias workshops to Manager Program Alumni. An additional 269 people managers participated in the workshop in support of creating an open, trusting, and inclusive workplace where diversity of thought, honest conversations, and meritocracy are embraced and enforced. We are sustaining the workshop learning by integrating unconscious bias content and tools in key people processes such as talent reviews and performance management. Plans are in motion to scale unconscious bias training across the organization with a focus on frontline employees throughout 2020-2021. Leveraging relatable examples of how bias can appear in the workplace, learners will have the opportunity to explore scenarios and understand key tactics for minimizing bias. In 2019, we also launched a half-day mental health strategy training for leaders to help support their direct reports.

At an individual station level, staff also undertake additional training designed to mitigate unconscious bias and promote a greater understanding of diversity. Examples from 2019 include:

- News 1130 Vancouver's News Director received external anti-oppression training through PeerNet BC. The training focused around inclusionary language and power dynamics regarding race, gender, sexual orientation, gender identity and expression.
- 680 News program directors participated in a session at the RTNDA National Conference entitled "Unconscious Bias and 10 Things You May Not Know About Inclusion." Their learnings were then shared with the broader station team.
- The assignment manager at CityNews Toronto completed the Cultural Awareness Training session in the Progressive Aboriginal Relations program.
- CityNews editorial managers met with representatives of the Urban Alliance on Race Relations in May of 2019. Discussions included best practices in the coverage of visible minorities, awareness of unconscious bias, and approaches to coverage of racism and intolerance.
- City Saskatchewan's General Manager is participating in the Intercultural Development Inventory Program, which is designed to help build cross-cultural competence, facilitated through SaskCulture.

## Diversity Groups

Rogers continues to see participation growth in the diverse networks of employees who help drive inclusion and diversity initiatives in the areas of personal, professional, and business development to move us towards an inclusive culture and make opportunities possible for everyone.

Key achievements in 2019 included:

### Indigenous Peoples

- In partnership with the Downie-Wenjack Foundation, Rogers opened a new Legacy Space at our head office in Toronto in February. The space is a meeting room dedicated to raising awareness and understanding of Indigenous art, history, and culture, with our teams and community members. Legacy spaces are an opportunity for people to reflect on Indigenous history and take important next steps on the journey to reconciliation.
- We hosted networking events with the Aboriginal Professionals Association of Canada.
- Together as an organization, we participated in Orange Shirt Day, remembering and honouring the Indigenous children who were sent to residential schools and the impacts those experiences still have on communities and families today.
- Sportsnet and APTN signed a 3-year deal to broadcast select NHL games in Plains Cree.
- We installed a Permanent Land acknowledgement at the Rogers flagship store in Toronto.
- Rogers entered into a partnership with Nisga'a Nation to bring wireless service to residents and visitors in the Nass Valley

### LGBTQ2S+

- Rogers launched a 2019 Pride campaign across the country where all employees were invited to participate. Pride month was celebrated throughout the regions with various events such as a drag performance at our Toronto location. We had the largest Pride attendance and participation numbers to date, with over 1000 marchers in 9 separate Pride parades and 10 “lobby launches” across the country.
- We collaborated with community partners *The 519* and Human Resources to help create a guide for managers and HR to support transitioning employees.
- We launched our first national LGBTQ2S+ volunteer event where 60+ people participated across three different cities.

- We hosted Mentoring Circles for LGBTQ2S+ employees through the Spectrum employee resource group.
- We are a member of the LGBT Corporate Canadian Index (LGBT CCI) for the second year in a row.

### **Persons with Disabilities**

- We socialized accessibility features across our internal social media platforms – such as Accessibility Checker in Microsoft Suite – to equip people to succeed in their role.
- We participated in Lime Connect events to build personal and professional networks.
- Hosted Innovators of Inclusion, a speaker series featuring leaders in inclusive design technology from Microsoft, SmartARM and AccessNow.
- Held over 63 events as part of “thrive week” to bring awareness to the importance of mental health and the ways employees can protect, invest and support their physical and mental well being.

### **Visible Minorities**

- Hosted our annual Rogers Inclusion Film Festival where we shared the short film “Pick”, about a young Canadian girl of colour and issues at her school because of her afro hairstyle. The screening was followed by an engaging panel discussion with prominent women of colour filmmakers.
- Rogers was honoured with the TRIEC (Toronto Region Immigrant Council) Mentorship Award for matching 100 skilled Immigrant Mentees with 100 Rogers Mentors.
- Hosted a variety of events during Black History Month to drive awareness and celebration, including the screening of *Cool Black North*. The film explores the vibrant Canadian Black Community and its role in our country's contemporary identity.
- Cityline host Tracy Moore moderated a discussion about being a woman of colour in the workplace for the Rogers Women of Colour (RWOC).

### **Women**

- A group of executive women and executive male allies sponsored and mentored high potential and top women talent.
- We showcased Top Talent women in talent conversation and talent searches when recruiting for positions.
- We launched a Phased Return to Work program to provide new parents support and resources to ensure a comfortable transition back to work.

- Continued the Accelerated Development Program to enable women at a Director and above level to thrive in current and future roles.
- Continued hosting development events across the country through Rogers Women's Network to develop a diverse pipeline of talent.

## Internal Communications

### Information for New Employees

As mentioned earlier, new employees participate in a mandatory onboarding program where they are first introduced to inclusion and diversity at Rogers. As well, they are equipped with resources to review information on Respect and Dignity and Diversity Management. They learn where to find our dedicated portal for Inclusion & Diversity where employees can access information about our diversity team goals, learn about diverse employee experiences, and connect with a community of employees on our company social tool.

### Other Internal Communication Tools

Daily broadcast bulletins, email communications, and bulletin board postings relating to company and employee achievements are used to share information with employees and promote diversity. Our internal weekly newsletter, News@Rogers, shares company announcements and is designed to keep employees updated on items of interest as well as Rogers initiatives and awards.

Employees are enabled to join the conversation on inclusion and diversity through a dedicated group on our internal social tool, offering a platform for the exchange of news, events, information, experiences, and questions related to inclusion and diversity at Rogers. They also have electronic access to the Rogers Intranet and the Rogers Human Resources Portal myHR, which contain up-to-date human resource policies, including those on Diversity, Employment Equity Management, Workplace Harassment, and the Business Code of Conduct.

As well, we have Rogers Zone, an online service for employees to learn more about our business and provide feedback. It was developed to create a sense of community to share successes, brainstorm on business issues, and collaborate on innovative solutions. This year, our diversity teams wrote a series of articles published to Rogers Zone to dispel the unique stereotypes relating to our diversity groups.

At the local station level, managers disseminate information respecting diversity goals and initiatives through means appropriate for each station/market, such as email, staff meetings, bulletin board postings, and monthly market reports.

## Programming

### OMNI Television

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

As a multicultural/multilingual broadcaster, OMNI has a focused mandate to reflect diversity to its audiences. Our organizational structure incorporates producers who are ethno-specific and linguistically proficient in the languages in which we broadcast. Each producer is responsible and accountable for community reflection. OMNI offers a wide range of locally produced and acquired programming, including daily national news in Cantonese, Italian, Mandarin and Punjabi, current affairs programming, scripted dramatic programming, and special partnerships with Rogers Sportsnet to present Blue Jays baseball games in Pinoy and *Hockey Night in Canada* games in Punjabi. OMNI has also partnered with ICI Television to better serve Québec's diverse communities.

We work in an environment where various cultures and languages interact on a daily basis. Our programming is designed to promote increased understanding within and between ethnocultural groups in Canada. We maintain relationships with the communities we serve – relationships that are based on trust, respect, co-operation and a detailed knowledge of their social and cultural practices.

The programs provided by OMNI fall broadly into two categories: (1) community news and magazine shows; and, (2) independent documentaries, dramas, and specials.

### ***Community News and Magazine Shows***

OMNI provides daily news broadcasts, and a variety of weekly programs for local multicultural communities. These programs focus on local events and concerns and offer a number of interviews, commentaries and entertainment segments. While some of these programs are produced by OMNI, many are provided from local independent producers.

Our local in-house productions for 2019 include:



<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
<b>OMNI News: Cantonese Edition</b>	A daily newscast of national and regional interest in Cantonese Hosted by Kelvin Tang, Jenny Qin, Maisy Yik, Michael Fung, Brian Hui, and Conny Lo.	OMNI East OMNI 2 OMNI Pacific OMNI BC  OMNI Prairies OMNI Edmonton OMNI Calgary  ICI	Mon - Fri 8:00 - 8:30 PM Saturday 10:00 – 10:30 pm Sunday 8:00 – 8:30 pm  Mon-Fri 8:00 – 8:30 pm Saturday 7:00 – 7:30 pm Sunday 8:00 – 8:30 pm  Daily 10:30 – 11:00 pm
<b>OMNI News: Italian Edition</b>	A daily newscast of national and regional interest in Italian hosted by Teresa Romano and Onofrio Di Lernia.	OMNI East OMNI BC OMNI Pacific OMNI Prairies OMNI Edmonton OMNI Calgary  OMNI 1  ICI	Daily 12:00- 12:30 PM  Weekdays 6:30 – 7:00 pm Sat, Sun 7:00 – 7:30 pm  Daily 7:00 – 7:30 pm
<b>OMNI News: Mandarin Edition</b>	A daily newscast of national and regional interest in Mandarin. Hosted by Anddy Zhao, Nelly Li, Nicole Wang, and Jenny Qin.	OMNI East OMNI 2 OMNI Pacific OMNI BC  OMNI Prairies OMNI Alberta OMNI Calgary  ICI	Mon - Fri 9:00 – 9:30 PM Saturday 10:30 – 11:00 pm Sunday 8:30 – 9:00 pm  Mon - Fri 9:00 – 9:30 pm Saturday 7:30 – 8:00 pm Sunday 8:30 – 9:00 pm  Daily 10:00 – 10:30 pm



<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
<b><i>OMNI News: Punjabi Edition</i></b>	A daily newscast of national and regional interest in Punjabi. Hosted by Dilbar Kang.	OMNI East OMNI 2 OMNI Pacific OMNI BC OMNI Prairies OMNI Edmonton OMNI Calgary  ICI	Mon - Fri 7:00 - 7:30 PM Sat, Sun 6:00 – 6:30 pm  Daily 11 :00 – 11 :30 pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Kenneth Li.	OMNI East OMNI 2	Weekdays 8:30 – 9:00 PM
<b><i>Focus Mandarin</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Mandarin community. Hosted by Wei Lee.	OMNI East OMNI 2	Weekdays 9:30-10:00 PM
<b><i>Focus Punjabi</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Punjabi community. Hosted by Loveen Gill and Radhika Sharma.	OMNI East OMNI 2	Weekdays 7:30-8:00 PM
<b><i>Focus Portuguese</i></b>	A weekly current affairs program which provides local updates on what matters most - from politics,	OMNI 1	Sat, Sun 6:00 – 7:00 pm

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
	business, healthcare and the environment to the stories that resonate and inspire in the Portuguese community. Hosted by Sergio Mourato and Camila Garcia.		
<b><i>Ora Qui</i></b>	A daily current affairs program which provides local updates on what matters most - from news, politics, community events, to the stories that resonate and inspire in the Italian community. Hosted by Patrizia DiVincenzo.	OMNI Ontario	Weekdays 8:00 – 9:00 pm  Sat. 7:30 – 8:30pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Karen So.	OMNI Pacific OMNI BC	Weekdays 8:30 – 9:00 pm
<b><i>Focus Mandarin</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Mandarin community. Hosted by Bowen Zhang.	OMNI Pacific OMNI BC	Weekdays 9:30 – 10:00 pm
<b><i>Focus Punjabi</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that	OMNI Pacific OMNI BC	Weekdays 7:30 – 8:00 pm

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
	resonate and inspire in the Punjabi community. Hosted by Dilbar Kang.		
<b><i>Focus Punjabi</i></b>	A coproduction with World FM and OMNI Edmonton. A live show that is simulcast on radio and television hosted by Jarnail Basota.	OMNI Prairies OMNI Edmonton OMNI Calgary	Weekdays 7:30 – 8:00 pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Forest Leung and David Tam.	OMNI Prairies OMNI Edmonton OMNI Calgary	Weekdays 8:30 – 9:00 pm
<b><i>Hockey Night in Canada: Punjabi Edition (Punjabi)</i></b>	OMNI Television broadcasts the time-honoured tradition Hockey Night in Canada in Punjabi every Saturday night. Hockey Night in Canada: Punjabi Edition airs a doubleheader each week during the regular season.	OMNI BC OMNI Pacific  OMNI Edmonton OMNI Calgary OMNI Prairies  OMNI 2 OMNI East	Saturdays 7:00 - 10:00 PM  Saturdays 8:00 – 11:00 PM  7:00 – 10:00 PM
<b><i>L'arte Di Cucinare (Italian)</i></b>	Absorb the old world charm of Italian cooking at its best with Chef Gianni Ceschia as he instructs viewers on how to	OMNI 1	Weekdays 9:00 – 9:30 PM

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
	prepare dishes from all corners of Italy.		

Our independent productions for 2019 include:

<b>Station</b>	<b>Show</b>	<b>Language</b>	<b>Description</b>
<b>OMNI Calgary</b>	<i>The Phina Show</i>	Pidgin English	This weekly show which celebrates African-Canadian culture in Alberta, including segments focused on fashion, food, language, lifestyle, arts and more.
<b>OMNI Calgary</b>	<i>CMC TV Show</i>	Mandarin	A weekly TV program that explores the culture and experiences of Chinese-Canadians in Alberta. The show features local food, music, dance, success stories and much more. The weekly show brings the Chinese culture into the homes of Canadians but also showcases Canada's diverse cultures to Chinese Canadians.
<b>OMNI Calgary</b>	<i>Calgary Vietnamese TV</i>	Vietnamese	Calgary Vietnamese Television (CVTV) is a half an hour weekly show that serves the local Vietnamese community in Calgary. This program will entail newscast, PSAs, interviews, special event coverage and entertainment. With massive community support, CVTV is surely a new attraction to the local Vietnamese viewers and also bridges the gap between the community and the local Calgarians.
<b>OMNI Calgary</b>	<i>Kim Konnects</i>	Patois/Creole	A 30 minute Afro-Caribbean TV Show that celebrates Caribbean Culture in Canada
		Spanish	A Latin-American talk show with a twist of entertainment that provides useful

Station	Show	Language	Description
<b>OMNI Calgary</b>	<i>Conéctate con Nash</i>		information to the community. The show includes guest interviews, local events coverage, and new parent recommendations.
<b>OMNI Calgary</b>	<i>Viva Alberta</i>	Cantonese, Mandarin	A weekly community show produced by Calgary-based independent producer Brian Wong. It covers not only events in Calgary's Chinese community, but also a wide variety of multicultural community activities.
<b>OMNI Calgary</b>	<i>Island Tea with Althea</i>	Patois/Creole	'Island Tea' is a weekly TV program that explores the culture and experiences of Caribbean people in Canada. The show showcases Caribbean food, music, dance, experiences, success stories and much more. The show brings renowned Caribbean culture into the homes of Canadians.
<b>OMNI Calgary</b>	<i>Pinoy TV Alberta</i>	Tagalog	A magazine-style program with a community perspective for Filipinos in Calgary.
<b>OMNI Calgary</b>	<i>Pinoy TV Ngayon</i>	Tagalog	This program highlights food, entrepreneurs, travel and other topics. Meet local chefs who share and show their skills, Filipino-Canadian entrepreneurs who share their stories to inspire immigrants.
<b>OMNI Calgary</b>	<i>The Israr Kasana show</i>	Urdu	This show is envisioned and produced by award-winning renowned international print/electronic journalist Israr Kasana. It caters to the socio-cultural and intellectual needs of Canadians who speak and understand Urdu language.
<b>OMNI</b>	Adehyeman TV	Twi	A program which serves Ghanian community in their native language.

Station	Show	Language	Description
<b>Edmonton</b>			Covering news and activities as well as educating viewers on matters of interest. Topics include Health, Law, Politics, Immigration Policies and more.
<b>OMNI Edmonton</b>	<i>Alberta KONTAKT</i>	Ukrainian	A magazine-style program which links Ukrainians throughout North America with Ukraine and each other.
<b>OMNI Edmonton</b>	<i>Somalis in Alberta</i>	Somali	This show reflects the wide-ranging interests of the Somali-Canadian community through regular features on topics such as family, women's issues, and the social and cultural challenges faced by newcomers.
<b>OMNI Edmonton</b>	<i>Parwaaz</i>	Punjabi	A new program catering to the Punjabi community residing in Edmonton. This program features entertainment, information, and discussions on the hottest issues of the week as well as community events, visuals and poetry.
<b>OMNI Edmonton</b>	<i>Viet Times TV</i>	Vietnamese	This show covers a wide range of subjects, locally and from Vietnam. Each week it covers news and entertainment along with special segments on fashion, community, and youth issues.
<b>OMNI Prairies</b>	<i>Pinoy Konek</i>	Tagalog	Pinoy Konek is a Filipino talk show aimed to provide valuable information to new immigrants and Filipino-Canadians alike in matters related to Filipino culture, traditions, language, food, health, business and technology, real estate and mortgage, community events, travel, Arts and Crafts, DIY projects and hobbies among others.
<b>OMNI BC</b>	<i>Ahorn TV</i>	German	Ahorn TV is a weekly program serving the German community. Topics of

Station	Show	Language	Description
			discussion include business, economics, politics, science, research and culture.
<b>OMNI BC</b>	<i>Caravan TV</i>	Dari/Pushto	<i>Caravan TV</i> presents an hour long exploration of various subjects for Afghan and non-Afghan viewers alike. The show includes news about Afghanistan, popular culture, and history in a weekly, magazine-style format.
<b>OMNI BC</b>	<i>Nikkei TV</i>	Japanese	This show covers local news, J-POP, culture, and other special features for audience members of Japanese heritage.
<b>OMNI BC</b>	<i>Rompost TV</i>	Romanian	This show presents interviews, travel, biography, arts and culture and how-to video segments. We offer something for every interest, taste and age. Romanians see themselves reflected locally in their own language of comfort and their own cultural perspectives.
<b>OMNI BC</b>	<i>Desi Close Look</i>	Punjabi / Hindi	A weekly 30 minute programming focusing on the Punjabi and Hindi communities of BC.
<b>OMNI BC</b>	<i>Women In Focus</i>	English	Host Shushma Datt takes viewers into the homes of dynamic women from all walks of life — homemakers, artists, or professionals – to highlight the achievements of women in the South Asian community and share their success stories in this weekly program.
<b>OMNI.1. Toronto</b>	<i>A Puro Gusto</i>	Spanish	30 minute magazine program with content focusing on the Spanish community of in Toronto.
<b>OMNI.1. Toronto</b>	<i>Canada Latino</i>	Spanish	A weekly Spanish program which presents local news, events, interviews, and other segments from a Spanish-Canadian perspective.

Station	Show	Language	Description
<b>OMNI.1 Toronto</b>	<i>Caribbean Vibrations</i>	English	A weekly entertainment show which covers Caribbean events, carnivals, music and food festivals, business profiles, and other pertinent issues to viewers with a Caribbean heritage and those who love the Caribbean.
<b>OMNI.1 Toronto</b>	<i>Croatica TV</i>	Croatian	This Croatian-language program presents local news, events, interviews, and other segments from a Croatian-Canadian perspective.
<b>OMNI.1 Toronto</b>	<i>EI TV Presents</i>	Azerbaijani	A show focusing on the Azerbaijani community in Canada - culture, economy, education, healthcare, and a variety of other topics. This program also helps newcomers to adapt to Canadian life and inform them of Canadian customs.
<b>OMNI.1 Toronto</b>	<i>Flavors of Africa</i>	English	Flavours of Africa Television show is a mother and son cooking show. Watch the duo in the kitchen whipping up cultural meals which are fast, nutritious, and easy to make during their educational cooking segments.
<b>OMNI .1. Toronto</b>	<i>Ghanacan TV</i>	Akan	A program which serves the Ghanian community in their native language. Covering news and activities as well as educating viewers on matters of interest. Topics include Health, Law, Politics, Immigration Policies and more.
<b>OMNI.1 Toronto</b>	<i>Hispanic Roots</i>	Spanish	A weekly program which provides a voice to Spanish-language speakers on their local community and social issues. By exploring topics of interest to Hispanic Peoples of different origins through their common bond of language, <i>Hispanic Roots</i> brings together its diverse Spanish-language speaking audience. This show informs, educates,



Station	Show	Language	Description
			and entertains with community-oriented content, including interviews, profiles, and a local talent segment.
<b>OMNI.1 Toronto</b>	<i>Kontakt</i>	Ukrainian	A magazine-style program which links Ukrainians throughout North America with Ukraine and each other.
<b>OMNI.1 Toronto</b>	<i>Kontakt – Next Gen!</i>	Ukrainian	A 30 minute weekly program which provides a youth perspective on the world and the Ukrainian community.
<b>OMNI.1 Toronto</b>	<i>Lehen Malti</i>	Maltese	A magazine-style program which offers the Maltese community language programming on a weekly basis.
<b>OMNI.1 Toronto</b>	<i>Macedonian Heritage Hour</i>	Macedonian	A local program focused on community happenings, music, interviews, and reports from cultural events. The show also features news from Macedonia and throughout the Macedonian diaspora.
<b>OMNI.1 Toronto</b>	<i>Magyar Képek TV</i> (Hungarian Picture)	Hungarian	A weekly news and magazine-style program that addresses the stories and events that concern and affect the local Hungarian speaking community.
<b>OMNI 1 Toronto</b>	<i>Mag TV Hungarian Magazine</i>	Hungarian	A weekly program with a focus on the Hungarian community in Ontario. The program includes community news, interviews, coverage of social issues, multicultural education and lifestyle segments.
<b>OMNI.1 Toronto</b>	<i>Nash Dom</i> (Our Home)	Russian	<i>Nash Dom</i> (“Our Home”) is a weekly Russian-language show. It presents news, showcases various events, and features interviews.
<b>OMNI.1 Toronto</b>	<i>Noi Români</i>	Romanian	A weekly program that focuses on Romanian life in Ontario through news, interviews and entertainment, including: profiles of local artists, performances,

Station	Show	Language	Description
			community events, plus video clips from Romania.
<b>OMNI.1 Toronto</b>	<i>Nor Hai Horizon</i>	Armenian	This show offers the Armenian community a weekly reflection on news, current and cultural affairs distinctively for and about the Armenian community. It features an analysis of issues and events, regular updates on sports and education, and a business segment for newcomers.
<b>OMNI.1 Toronto</b>	<i>Nova Vize</i>	Czech	This television show is the longest running Czech-language program outside the borders of the Czech Republic. It informs the Czech community in Canada about activities in Ontario and other provinces.
<b>OMNI.1 Toronto</b>	<i>Nos Portugueses</i>	Portuguese	Each weekly episode of <i>Nos Portugueses</i> will focus on a theme that defines the current Portuguese-Canadian community, covering a variety of topics such as language retention, connection to Portugal, and Canadian politics.
<b>OMNI.1 Toronto</b>	<i>Now What</i>	Spanish	A lifestyle Spanish TV Show, which develops social, cultural, and entertainment information and provide guidance, as well as encourages Hispanic immigrants who are established in Canada in the process of adapting to the new culture and becoming successful in Canada.
<b>OMNI.1 Toronto</b>	<i>Ondes Africaines</i> (African Waves)	Lingala	A weekly program which serves the distinct needs of the growing French African-Canadian community in Ontario while furthering the expression of its culture.

Station	Show	Language	Description
<b>OMNI.1 Toronto</b>	<i>Pasqyra Shqiptare</i> (Albanian Reflections)	Albanian	A weekly program designed to bring together Albanian Canadians and preserve their cultural background and language for present and future generations. The show has a local focus and reflects the issues, events, and concerns of Albanian-speaking Canadians living in Southern Ontario. It also features weekly news from the community, Canada, and the Albanian territories.
<b>OMNI.1 Toronto</b>	<i>Planet African Television</i>	African (English)	This show covers topics that interest, affect, and challenge the local English-speaking African-Canadian community including current affairs, community development, cultural heritage, and entertainment. It also serves a cross-cultural educational purpose by regularly featuring the rich diversity that exists among African Canadians.
<b>OMNI.1 Toronto</b>	<i>Serbian Toronto Television</i>	Serbian	This show is the voice and vision of the Serbian community in Canada and aims to promote Serbian heritage in Toronto and across Canada.
<b>OMNI.1 Toronto</b>	<i>Slovenský Svet</i> (Slovak World)	Slovak	A weekly magazine-style program dedicated to the Slovak community in Ontario. The program explores the roots of Canadian Slovaks with the aim of preserving the Slovak language and cultural traditions abroad. The show covers cultural, social, and business activities in the community, introduces interesting members of the community to its viewers, provides valuable information for Slovak immigrants to Canada, and brings news from Slovakia.

Station	Show	Language	Description
<b>OMNI.1 Toronto</b>	<i>Star Foodies: Greece Edition</i>	Greek	A 30 minute Greek cooking program focusing on local chefs and recipes.
<b>OMNI.1 Toronto</b>	<i>TV Vestnik</i>	Russian	A weekly program which inspires members of the Russian-speaking community to get out and enjoy Canada and all its social and cultural events.
<b>OMNI.1 Toronto</b>	ФОРУМ (The Forum)	Ukrainian	This show includes information about politics, entertainment and culture, youth, business and finance. It profiles Canadians of Ukrainian heritage who excel in a specific field or profession.
<b>OMNI.1 Toronto</b>	<i>Wazobia</i>	Yoruba	A 30 minute show which celebrates Nigerian-Canadian culture in Canada, including segments focused on food, language, community leaders.
<b>OMNI.2 Toronto</b>	<i>Admas</i> (Horizon)	Ethiopian (Amharic)	This show promotes and reflects the culture and heritage of the Ethiopian-Canadian community in Ontario with a weekly magazine-style format that provides hands-on information along with coverage of local, national, and international news; community events; entertainment; and sports. The show regularly profiles local success stories of members of the Ethiopian-Canadian community.
<b>OMNI.2 Toronto</b>	<i>Amantran</i> (Invitation)	Bengali	This show offers the local Bengali-speaking community a weekly news/magazine program focused on community issues.
<b>OMNI.2 Toronto</b>	<i>Arirang Korea</i>	Korean	A news/magazine-style show for Korean-speaking Canadians offering the local community coverage of news, information, entertainment, and events.

Station	Show	Language	Description
<b>OMNI.2 Toronto</b>	<i>Bangla TV</i>	Bangla	A magazine-style program with a community perspective for Banglas in Canada.
<b>OMNI.2 Toronto</b>	<i>Front Page Philippines</i>	Filipino/English, Tagalog, Visayan	A magazine-style program with a strong community perspective. The show offers news and current affairs together with information on culture and entertainment.
<b>OMNI.2 Toronto</b>	<i>Kala Kavaya (Cultural Circle)</i>	Sinhalese	A weekly show that covers local news and issues from the perspective of the Sinhalese community in Ontario and tackles concerns directly affecting its viewers. The program also regularly showcases local Sinhalese talent and includes a sports segment featuring regular cricket updates.
<b>OMNI.2 Toronto</b>	<i>Kalaapam Tamil TV</i>	Tamil	A magazine-style program with a community perspective for Tamils in Canada.
<b>OMNI.2 Toronto</b>	<i>Kya Baat Hai!</i>	Hindi	This show is based on an Indian comic poetry series <i>Wah! Wah! Kya Baat Hai!</i>
<b>OMNI.2 Toronto</b>	<i>Lama TV</i>	Arabic	A social, entertaining TV show that aims to create a bridge between Arabs in Canada and Arabs in the Middle East. It provides a forum for people to connect, inform, and inspire one another across Canada.
<b>OMNI.2 Toronto</b>	<i>Muuqaalka Soomaalida</i>	Somali	This show reflects the wide-ranging interests of the diverse Somali-Canadian community through regular features on such topics as family, women's issues, and the social and cultural challenges faced by newcomers.
<b>OMNI.2 Toronto</b>	<i>New Canadians</i>	English	A rich and informative TV show portraying stories of recent immigrants making Canada their home.

Station	Show	Language	Description
<b>OMNI.2 Toronto</b>	<i>Pasargad Today &amp; Iran Zameen Today</i>	Iranian/Farsi	A cultural affairs program featuring news, entertainment, and sports for the Iranian community.
<b>OMNI.2 Toronto</b>	<i>Saat Rang</i>	Urdu	This will be a weekly show in which various segments of Canadian life will be showcased. The emphasis will be given to the local and new talent. This will include but not limited to singers, dancers, musicians, successful business personalities, top of the list students, athletes, scholars
<b>OMNI.2 Toronto</b>	<i>Sunshine Telugu TV</i>	Telugu	A community program that showcases, arts, youth, achievers and community welfare in Canada
<b>OMNI.2 Toronto</b>	<i>TV Việt Tiên</i>	Vietnamese	This show covers a wide range of subjects, locally and from Vietnam. Each week it provides coverage of news and entertainment along with special segments on fashion, community, and youth issues.
<b>OMNI.2 Toronto</b>	<i>TurkuazTV</i>	Turkish	A weekly program with a focus on the Turkish community in Ontario. The program includes community news, interviews, coverage of social issues, multicultural education and lifestyle segments, and music videos.
<b>OMNI.2 Toronto</b>	<i>Vanakkam TV</i>	Tamil	A 30 minute program focusing on the Tamil community in Ontario.
<b>OMNI.2 Toronto</b>	<i>Voice of Lanka</i>	Sinhalese	A 30 minute program program focusing on the 300,000 Sri Lankans living in Ontario and throughout Canada. Highlighting the achievements of Sri Lankan Canadians this show focuses on their skills, plus some music & entertainment.

Station	Show	Language	Description
<b>OMNI.2 Toronto</b>	<i>Wah Bai Wah!</i>	Punjabi	A local Punjabi-language program focusing on the Canadian Punjabi Diaspora from around the world. This magazine-style format show features different cultural, social or religious aspects of the Canadian Punjabi community. It also focuses on community issues, news and events, along with profiles and interviews of local community members.

### ***OMNI Scripted Programming***

OMNI has funded the production of Canadian documentaries and dramas through its commitment to Programs of National Interest (PNI).

These funding mechanisms have fostered the grassroots development of Canadian television producers of ethnocultural content by providing them with a unique opportunity to further develop their skill sets through involvement in large-scale production projects. In our view, this is precisely the kind of production opportunity that fosters broader and more diverse production activity.

### ***Documentaries***

**Shelter From the Storm:** *Shelter from the Storm* is the untold story of the families who turned low-rise Toronto into the multicultural metropolis we know today – the Jewish immigrants who escaped the holocaust and came to Canada with no money and no resources, only the will to rebuild their lives after tragedy. It’s a Canadian story about breaking cultural barriers, developing iconic architecture and neighbourhoods, entrepreneurship, and the multiculturalism that built a Greater Toronto.

### ***Drama***



**Second Jen:** *Second Jen* is a coming of age comedy about two second generation millenials and inseparable best friends who move out to a shabby city triplex to prove to their immigrant families, and themselves, that they can make it on their own. *Second Jen* was produced for City TV and OMNI channel. Samantha Wan and Amanda Joy are not only the creators, but they write, direct and star in the series based on their own experiences as second generation millenials (Chinese-Canadian and Filipino-Canadian). *Second Jen* features a female creative team that includes writers, directors, producers and stars, Amanda Joy, Samantha Wan Lucy Stewart, Carly Heffernan and Meghan Wood.



**Mangoes: A Slice of Life:** *Mangoes A Slice of Life* is a multilingual dramedy series in Urdu, Hindi, Punjabi and English that follows the journey of three friends and Canadian immigrants who come from Pakistan and India to Canada. This fresh new scripted series about Canadian millennials from South Asian backgrounds, explores the true potential of this young generation, experiencing life in Canada for the first time. The series is produced by the “Suhrewardy Brothers” as they call themselves, who embody the entrepreneurial spirit. While working 9-5 the brothers created their web series *Mangoes*, and developed quite the following over two seasons online and across the world before making the leap to TV this year with the 6 x half hour series *Mangoes: A Slice of Life*. The show is not only written, directed and produced by Adeel and Khurram Suhrewardy it also stars the brothers as two best friends. The series is also written and stars Maha Warsi and is produced by Agnes Lim and Colette Vosberg.



**Blood and Water:** The groundbreaking, critically acclaimed, dramatic series produced in English, Cantonese and Mandarin, saw the return of a fantastic slate of prolific Asian actors including Steph Song and Byron Mann and added to the cast Selena Lee and Andy Yu. The second season featured Detective Jo Bradley (played by Song) returning to work at the Vancouver Police Department, and taking on a new case involving the Xie family. The programme is produced by Breakthrough Entertainment (*The Wild Ones*, *L.M. Montgomery's Anne of Green Gables*, *I Lived with a Killer*).



Blood and Water is in part directed by Felipe Rodriguez, Gail Harvey and Jennifer Liao, written by Diane Boehme, Al Kratina, Jennifer Liao and Christopher Chan, and produced by Yipeng Ben Lu, Diane Boehme, and Paula J. Smith.

## Specials

Some notable OMNI specials from 2019 include:

Program	Description
<b>Tiananamen Square Anniversary</b>	June 4th Special: June 4 is a solemn day for the Chinese community worldwide and 2019 marks the 30th anniversary of the Tiananamen Square protests. Focus Cantonese and Focus Mandarin aired a special program on how June 4 has influenced the local and international Chinese community in the past, present and future.
<b>OMNI Diwali Special</b>	OMNI's Focus Punjabi team produced a special Diwali show, with stories about Diwali Pooja (prayer), history, healthy festive sweets, decoration, festival clothing and childhood memories related to Diwali. The special also featured an author who recently released her new book on Diwali for kids.
<b>Where We Belong</b>	With a focus on securing third language, independently produced content from Atlantic Canada, OMNI launched Where We Belong, a 30-minute, 6-part series in Cantonese co-produced by an organization called Sharing Our Cultures and Rogers TV in St. John's, Newfoundland. This lifestyle series profiles success stories of Chinese newcomers who share their cultural experiences and life in Newfoundland and Labrador.
<b>Newfoundland and Labrador Political Election Coverage</b>	On election night, OMNI's Focus Cantonese and Focus Mandarin news teams produced live updates on our local Cantonese and Mandarin shows on OMNI East for what proved to be an historic outcome.
<b>Newfoundland and Labrador Leaders' Debate in Arabic</b>	Several teams came together to help provide a needed service for the Arabic-speaking community in Newfoundland and Labrador during this provincial election campaign. This started with Rogers TV, St. John's securing OMNI's participation in the leaders' debate pool.
<b>OMNI News Federal Election Coverage</b>	OMNI Television provided five hours of live national coverage in Cantonese and Mandarin on linear and digital, summarizing results for each province and territory and providing expert analysis with panels in Toronto and Vancouver. OMNI worked closely with CityNews to secure live feeds from five party headquarters, and OMNI news teams were also busy gathering reaction and material for stories for OMNI's four national newscasts.

## City Stations

The City group of stations has a programming philosophy that is locally-focused and community-based. Each station is a strong supporter of multiculturalism and diversity through its programming, both national and local, and its involvement with the local communities that it serves.

## **News and Local Programming**

At City we approach our news and local programming coverage with an inclusive, solutions-driven attitude. Our news operations work on a large number of stories on any given day. Although some reporters and producers focus on certain areas (e.g. weather, sports), news-gathering and reporting resources are assigned to issues and stories that need to be covered with no regard to matching the cultural background of the reporters to the issues. Although ethnocultural community events are covered, reporters and producers are not specifically assigned to cover those stories, but instead work on them on a rotation and assignment basis, much like other stories. As well, reporters and producers are aware of the need to fairly represent the diversity of our cities when looking for “streeters.”

Our news programming regularly features a wide variety of experts or commentators from diverse backgrounds. Their input is sought for occasional stories as well as regular features. A stated objective of our news programming is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of different issues.

City also ensures diversity in news coverage by using a variety of experts to explain the importance of issues in various ethnic communities. Frequently, this investigation involves local academics and community leaders who are familiar with not only the most up-to-date research, but also the cultural sensitivities in each community.

Often our own staff members from different cultural backgrounds vet stories for tone and accuracy. We continue to employ this expertise as we strive to reflect the diversity of our viewers.

Under this general approach, our stations across Canada continue to produce and air news and information programming that is of significant interest to diverse communities, including Aboriginal peoples, visible minorities, persons with disabilities, and women.

The following list highlights some of the stories featured on our local City stations that reflect the diversity of our communities:

### **City Toronto:**

- **Entertainment City:** City Toronto’s entertainment show *Entertainment City* features a variety of diverse stories. Stories in 2019 included:
  - **Diversity in Film and TV:** Interview with actress Aja Naomi King
  - **Through Black Spruce:** interview with Indigenous cast and producers about the adaptation of the indigenous book to film
  - **Falls Around Her:** Indigenous filmmakers Darlene Naoponse, Tina Keeper and Tantoo Cardinal speak about their feature film

- **Diversity in the MCU:** Producer Victoria Alonso discussed the need for diversity in the Marvel Cinematic Universe and how she as a gay, Latino woman is pushing for more representation
  - **Pose FX:** interview with the LGBTQ2S+ cast of “Pose” about representation in the show and how it has impacted the community and their own careers
- **TTC Accessibility Forum:** frustrated commuters who are living with disabilities voiced their concerns about TTC accessibility. The riders offered insights into the obstacles they face on a daily basis. CityNews took their questions to the transit commission and also examined what progress the agency has made with improving its Wheel-Trans service.
- **Indigenous Drummer Altercation:** a tense confrontation was captured on camera at a Toronto park. A group of Indigenous drummers were harassed by three men who apparently told the musicians to leave because of the noise they were making. CityNews spoke with the drummers, originally from Swift Current, and learned about the spiritual ceremony they were holding at the time of the confrontation.
- **Indigenous Canada Day:** CityNews profiled Indigenous artist Elder Duke Redbird who launched a campaign to create awareness about the Indigenous communities who once lived along Lake Ontario. Their history has been largely ignored and there's very little public acknowledgment of their contributions to the waterfront.
- **Changing Lives Through Books:** as a young girl raised in a dysfunctional family, Tanya Lee found refuge in reading and visiting her local library. Now Tanya runs a book club called 'A Room of Your Own' for young women, especially those living in 'at-risk' communities. CityNews spoke to members of the club and to the founder about the positive impact it's having on people's lives.
- **Fighting Online Hate:** speaking about her experience being subjected to hate online, Hana Shafi shared her advice and an inspirational message for people dealing with harassment and abuse on the internet.
- **Mosque Attack Anniversary:** Fariha Khan from the National Council of Canadian Muslims discusses acknowledging the presence of hate crimes and how we can take action to prevent them on Breakfast Television (BT) Toronto.
- **Black Panther and Its Impact on Black History Month:** BT Toronto speaks to a local artist contributing to Black Panther about the impact of his work on Hollywood and his community as a whole.
- **Somali Mothers Against Gun Violence:** BT Toronto interviews two Somali mothers who are members of *Mending a Crack in the Sky* - aimed at ending gun violence that plagues their community.

### ***City Vancouver:***

- **The Faces of Homelessness: Meet Natasha:** a story about Metro Vancouver's homeless community featuring Natasha, an aboriginal transgender woman who has been living on the streets of Vancouver for most of her life.
- **Chinatown Pride:** as thousands of people mark Pride and celebrate diversity, one area of the Lower Mainland is trying to catch up. An event is taking place in Chinatown shedding light on challenges within Vancouver's Asian LGBTQ community.
- **Transplant Sobriety:** an Indigenous man is calling rules surrounding sobriety and transplants racist. David Dennis has end-stage liver disease and is a chronic alcoholic. He says rules that require alcoholics to stay sober for six months in order to become eligible to receive a new liver unfairly target First Nations people. Dennis says First Nations people have higher rates of alcoholism, and the current regulations are unfair to his community. He's filed a complaint to the B.C. Human Rights Tribunal.
- **No Chilliwack Crosswalk:** Chilliwack City Council turns down a proposal to create a rainbow crosswalk to celebrate and support the LGBTQ community, saying the project would be 'too political.' CityNews Vancouver got reaction from the LGBTQ community in Chilliwack.
- **Wheelchair Tickets:** CityNews Vancouver interviewed a woman who uses a wheelchair and was unable to obtain wheelchair access tickets through Ticketmaster for a Paul McCartney concert. This is not the first time she's had problems buying wheelchair access tickets to an event and advocates say it's an ongoing and frustrating problem. The story included an interview with Pam Horton from the Disability Alliance of British Columbia.

### ***City Edmonton:***

- **Metis musicians:** a Metis group of musicians had their musical instruments stolen. CityNews spoke with them about their commitment to their community and how the stolen instruments would hurt their cross-country tour.
- **Anti-muslim sentiments in Edmonton:** anti-muslim stickers began to appear in an Edmonton suburban community. CityNews interviewed community members and Muslim leaders regarding the hateful message.

### ***City Calgary:***

- **Female Hockey Referees:** a female referee tells CityNews that her and other referees have been told they will never move into the AJHL level, because they aren't male. They say they have been told outright by the league to follow their "female careers".

- **Indigenous Pipeline:** Indigenous groups come together to put a potential proposal on the table to buy Trans Mountain from the federal government. City reporter Jonathan Muma looks at the cost and how the deal would go through.
- **Black History Month:** during Black History Month, City reporter Brittany Rosen speaks with Claude Vilgrain, a retired NHL'er, on his trail-blazing career and the adversity he faced because of the colour of his skin.
- **Diversity in Government:** a look at whether diversity in party candidates leads to diverse opinions getting a real voice in government, featuring an interview with Saima Jamal, co-founder, Calgary Immigrant Support Society.

#### **City Winnipeg:**

- **Uzoma Asagwara:** CityNews Winnipeg VJ Mark Neufeld interviewed the first queer black woman in the Manitoba Legislature.
- **Muslim Activist:** Omar Kinnarath, a prominent Muslim activist, was called a terrorist by the People's Party of Canada. He sat down in an interview with CityNews Winnipeg to discuss what the accusations did to his career and his name.
- **Anishnaabe Play:** an Anishnaabe performer, Waawaate Fobister, sat down with CityNews Winnipeg VJ Rachel Crowspreadingwings to describe the play Omaagomaan in a behind the scenes look at its production.

#### **City Montreal:**

- **CityNews DiverseCity:** CityNews Montreal produces episodic in-depth stories each week about a different ethnic or religious community in Montreal, highlighting their holidays, customs, icons or political actions and events. Hosted by CityNews reporter Fariha Naqvi-Mohamed.
- **Included:** Director Merrill Matthews along with two adults with development disabilities are interviewed on Breakfast Television about a 24-minute documentary that opens the discussion around inclusion within the workplace.
- **Open Door Shelter:** Shelter director David Chapman is interviewed on Breakfast Television about the Indigenous homeless women who are his clients and the challenges they face as members of a vulnerable community.
- **Autism Awareness Day:** BT interviews Elena Jennifer Montecalvo, who's raising a 7-year-old boy on the spectrum and a 5-year-old neurotypical girl, about Autism Awareness Day.
- **Women's Day Panel:** BT convened a special panel of speakers to discuss the wake of the #MeToo movement, which included Nakuset (Director of Native Women's Shelter, advocate for aboriginal women), and Fariha Naqvi-Mohamed (Blogger CanadianMomEh.ca, journalist, Gazette contributor).

- **Hannah Tooktoo:** CityNews featured a story on Hannah Tooktoo, an Inuk mother from Nunavik pedalling across the country to raise awareness about the suicides that are ravaging her community.
- **Lasalle Anglo Services:** CityNews story about Montreal's Anglophone Black Community, who feels ignored.

**City Saskatchewan:** City Saskatchewan is the educational broadcaster for this province and located in Regina. In 2019, City Saskatchewan was proud to broadcast programs that contained both content and talent that reflected diversity and culture. Some examples from different genres of programming include:

### 1. Pre-School and Children's:

- **Why Am I?:** an animated series with an Indigenous female co-producer and performer.
- **Louis Says:** a series featuring animated Indigenous characters with Cree language learning components. Indigenous female producer and visible minority female writer.
- **Hi Opie! / Opie's Home:** a live action series whose cast includes adults and children from visible minorities. Off screen personnel, include women and visible minorities. Opie's Home features indigenous cast member, Graham Greene.
- **Sonny's World:** an animated series whose crew includes a female visible minority writer/director.
- **Quizzine:** a series featuring Indigenous and visible minority children as they learn about fruits and vegetables.
- **Doowett:** an animated series with female performer and producer.

### 2. Documentary and Factual:

- **Grasslands:** a documentary examining the North American Grasslands as a habitat including Indigenous perspectives. Narrated by Tantoo Cardinal.
- **Landing: Stories from the Cultural Divide:** a series about immigrants to Saskatchewan who tell their stories first hand.
- **Saskatchewan River Delta:** this documentary explores Canada's largest inland delta through the eyes of the Métis and First Nations people who make the area their home with the scientists who come from around the world to study this ecosystem.
- **Teens 101:** a series which examines issues facing youth including addictions, mental health, identity and other important topics. Subject and interview subject areas include visible minorities, Indigenous, women, and people with disabilities.



### 3. Original Production and Development

- **Borders:** an emotional, eye-opening and inspirational documentary series that goes beyond the international headlines to showcase the incredible stories of everyday Canadians who band together to sponsor refugee families from overseas, then help them adjust to a new life in Canada. Awarded “Best of Saskatchewan” at the 2019 Yorkton Film Festival Golden Sheaf Awards.
- **Etthén Heldeli: Caribou Eaters:** a documentary that travels with Déné First Nations people in Canada’s north, as they search for the species so vital to every aspect of their lives – the barren-ground caribou. The documentary is a celebration of their rich ancient culture, and a visual document lamenting their traditions that could vanish, if the caribou disappear.
- **Making it in Saskatchewan:** a documentary series providing a close personal look at how artists create vibrant, meaningful work throughout this province. Artists include Métis, First Nations, and visible minorities. 8 of 12 artists profiled are women.
- **Nordic Lodge:** a documentary series set in Northern Saskatchewan features several main characters who are Aboriginal. One of the producers is a visible minority and other production company personnel are women.
- **Paramedics: Emergency Response:** a documentary series following select teams of EMTs at Saskatoon’s Medavie Ambulance as they respond to 911 calls ranging from minor mishaps to the life-threatening. One of lead characters is a female primary care paramedic, and off screen, producer and other crew are in part comprised of visible minorities and women.
- **The Prairie Diner:** an informal education series which profiles the cuisine of many cultures including First Nations, Punjabi, and Chinese through visits to food places and events in Manitoba and Saskatchewan. Hosted by Jamaican-Mennonite Jody Peters
- **Shadow of Dumont:** development of a feature length documentary which will follow the life story of the Métis war general and leader Gabriel Dumont.
- **UR Here:** a documentary which showcases artistic life in Regina and includes profiles of artists of which 5 of 8 are women, and within the profiles, artists are also from LGBTQ2S+, Indigenous, and visible minority communities.

#### **Cityline:**

**Cityline Book Club:** the mission of the Cityline Book Club is to highlight authors who are female, and who tell diverse stories. Our example of a book featured in 2019 is “Empire of Wild” by Cherie Dimaline, a Canadian Métis writer whose novel was inspired by the traditional Métis story of the Rogarou, a werewolf-like creature that haunts the roads and woods of Métis communities. Cherie also appeared live on Cityline, and joined their Facebook Live chat along with member of Frog Lake First Nation Michaella Shannon.

**Real Beauty:** Cityline produced a segment on “real” beauty and body diversity in women, featuring an interview with Dr. Karyn Gordon about self-esteem. The segment included a behind-the-scenes segment on the Chatelaine Magazine cover shoot which showed women of all ages, sizes and races in bathing suits embracing and taking pride in their bodies.

### **Scripted Programming on City TV, OLN, FX & FXX**

Through our development and commissioning of original content, we are committed to on screen and off-screen diversity by identifying and hiring diverse talent on and off screen and telling inclusive stories that reflects our Canadian landscape and resonates with a widely diverse audience. In terms of gender diversity, for all our shows in 2019 we exceeded our commitment to meeting gender parity for all key creative roles by at least 40%.

### **Documentaries**



**Cool Black North** aired on Citytv and OLN during February 2019 as part of Black History Month. This documentary is a celebration of the unique and vibrant Black community in Canada, its members and their contributions to the Canadian way of life and its role in our country’s contemporary identity.

Following a select group of past and present recipients of the *Harry Jerome Awards*, this documentary celebrates remarkable individuals from across Canada and their achievements within Canadian society. Through a series of intimate profiles, we are witness to a wide spectrum of life experiences, including the arts, entertainment, law, business, science and social activism. Though each person’s pathway to success is unique, they all share a common purpose and strength in overcoming often racially-based obstacles to succeed at the highest levels in their

respective fields.

Most importantly it’s their commitment to helping others and giving back to their communities that has earned them the recognition of the Harry Jerome Awards – these incredible people paint a diverse and compelling portrait of excellence in the documentary *Cool Black North*. As part of generating awareness and honouring the participants and the community, Rogers Media hosted a special theatre screening and session with the filmmakers during Black History Month in Toronto which was attended by Honorable Mayor John Tory amongst other dignitaries. In addition, as part of the Rogers Women’s Network Inclusion and Diversity Film Festival, a special screening followed by Q&A with the filmmakers was held at the Landmarks Theatre in Orleans (Ottawa) in September 2019.



## **Drama**

### ***Hudson & Rex, Seasons 1&2***

Set and shot in St. John's Newfoundland, the series strives to reflect contemporary Canadian society by featuring a diverse cast and cases that deal with hard hitting issues and themes that include sexism, racism, transgender and LGBTQ discrimination. Episodes that dealt with specific issues affecting people in the designated groups included:



### **Episode 110: *Over Ice***



This episode takes on a key issue of gender roles in sports and the plight of transgender athletes. One of the main characters is transitioning while being forced to compete under a gender identity that he doesn't identify with. Finally, we see Karl emerge as he chooses to be, happy and confident as he skates to victory.

### **Episode 111: *Bad Water Rising***



This episode takes on the prescient and long-standing fight for indigenous activists who are fighting for clean water in their communities. It also takes on the role of big corporations in this social and environmental issue.

### **Episode 105: *Haunted by the Past***

Donovan is suspicious that his daughter is hiding something and enlists Charlie and Rex to sniff out the truth. As it turns out, Camilla is hiding her relationship – with another girl. She was nervous to tell her father, but once he understands that she's not in danger or hurting anyone, they make up and agree to no more secrets.

### ***The Murders, Season 1***

Detective Kate Jameson is the biracial daughter of city councillor Rita Gallo and the late Anthony Jameson, a much-decorated Vancouver police officer who was killed in the line of duty two years previous. She wrestles with her biracial identity, aware that her place in the world is neither black nor white, but in the grey area between. This ambiguity is mirrored in her police work, where, although the letter of the law is black and white, her investigations reveal a grey area where the morally correct path is not fixed. The wrong

choice is sometimes made for the right reasons, values compete, and loyalties are tested. Jameson will struggle not only with the grey areas of her identity, but with the grey on either side of “thin blue line.”

## **Sportsnet**

Sportsnet programming seeks to meet the expectations and interests of a broad diversity of Canadian sports fans. In doing so, Sportsnet has specifically identified the need to reflect the participation and success of athletes from a broad diversity of backgrounds.

Sportsnet has a number of commentators, reporters, and hosts from diverse communities including Arash Madani, Hazel Mae, Evanka Osmak, Nikki Reyes, Caroline Szwed, Eric Thomas, Martine Gaillard, Donovan Bennet, Faizal Khamisa, Anthony Stewart. Others who have prominent roles in our National Hockey League coverage include: David Amber, Caroline Cameron, Tara Sloan, Cassie Campbell-Pascal and Christine Simpson.

Sportsnet celebrated Black History Month throughout February. Twenty features were produced, each one dedicated to a Canadian athlete, highlighting their achievements and contributions to sport and community. Some of the athletes featured include Lennox Lewis, Grant Fuhr, Angella Taylor Issajenko, Barbara Howard, Harry Jerome, Sylvia Sweeney and Angela James.

A long-form feature was also produced to document the Coloured Hockey League, which was founded in Nova Scotia in 1895. The feature showed the league’s impact on the community, celebrated those who played and were responsible for its success.

Sportsnet has also entered into a partnership with the Aboriginal People’s Television Network (APTN) to expand and continue 2019’s historic first NHL broadcast in Plains Cree. Sportsnet and APTN have expanding the partnership to deliver more games over the next three seasons; in total, a minimum of six games per year will be broadcast on APTN in Plains Cree. Sportsnet delivers the broadcast production, and APTN provides Cree-language commentary and analysis from APTN broadcasters for fans across the country.

## **Radio stations**

It is the responsibility of each of our radio stations to develop on-air talent and programming that accurately reflects the community they serve. Our success can be assessed by examining all aspects of our programming, including on-air talent, invited guests, discussions of issues of interest to our audience, and our extensive coverage of community events.

### **Ethnic Radio – World-FM Edmonton**

As an ethnic radio station, World FM Edmonton's mandate is to provide ethnic programming to Edmonton's ethnocultural communities with service in 12 different languages. It is a policy to hire on-air talent and invite guests from the specific ethnic community to which the program in question pertains. Our producers represent more than 12 different ethnocultural groups.

World FM provides programming targeting younger-generation listeners and encouraging cross-cultural appeal to a diverse audience. These programs include:

<b>Program</b>	<b>Description</b>
<b>South Asian Morning (South Asian)</b>	Weekdays 5am to 12pm, including news/current affairs, traditional and popular music and host/listener interaction, including religious coverage; hosted by Raj Jassi, Neeti Dhillon and Shabbir Pathan, in Punjabi, Hindi and Urdu
<b>Basota (South Asian)</b>	Weekdays 7pm to 10pm, our flagship news/talk program covering the most relevant and trending topics of the day, with the participation of callers and invited guests/experts; hosted by Jarnail Basota, in Punjabi
<b>Pardesi Beats (South Asian)</b>	Weekdays 10pm to 12am, focusing on popular music of various Indian genres, including Bollywood and Club formats, requests accepted; hosted by Patwant Singh and Mallik Dhadwal, in Punjabi and English
<b>Subah ke Rang Aapke Sang (South Asian)</b>	Start your weekend mornings in style with some popular South Asian music, hosted by Rashmi Kumar in Hindi. Listen every Saturday, 6 am to 10 am.
<b>Harkewal Rakkar Show (South Asian)</b>	Saturdays, 10am to Noon, Harkewal Rakkar plays popular South Asian music in Hindi and Punjabi

<b><i>The Gurtej Show</i></b> <b><i>(South Asian)</i></b>	Saturdays and Sundays from 7pm to 10pm. A mix of music, news topics and poetry. A lot of listener interaction makes this a must-listen on Saturday and Sunday nights; hosted by Gurtej Brar, in Punjabi.
<b><i>Jiyo Dil Se</i></b> <b><i>(South Asian)</i></b>	Sundays from 12pm to 3pm, Jiyo Dil Se (Life From Your Heart) plays a mix of music and talk about lifestyle and the entertainment world; hosted by Shilpy Chawla, in Punjabi, Hindi and English.
<b><i>Chinese Radio</i></b> <b><i>(Chinese)</i></b>	Weekdays, 1pm-5pm and Saturdays 1pm-7pm. A mix of news, information, music and entertainment/lifestyle coverage, especially focusing on Chinese community life in Canada; news written and produced locally by Ziting Tan, and variety programming with 10 different hosts in Mandarin and Cantonese.
<b><i>Ukrainian Edition</i></b> <b><i>(Ukrainian)</i></b>	A weekday program, 6pm-7pm, reflecting the significant historical mark and current impact of one of the oldest settling groups of the Canadian Prairies. Serving this multi-generational community with news/current affairs in Canada and Ukraine, musical spotlight on the burgeoning Ukrainian Canadian recording industry, and the vibrant local entertainment/cultural scene, especially visual and choral arts, plus dance. Hosted by Yulianna Voloshyna, in Ukrainian and English.
<b><i>Corazon Latino Radio</i></b> <b><i>(Spanish)</i></b>	Monday-Saturday, Noon-1pm. Music-based programming presenting oldies and new releases of Latino/Spanish music charts, with a generous amount of dedicated time to local community issues and trending topics of the day; hosted by Juan Caroca and Miguel Cubias, in Spanish.
<b><i>Filipino Radio</i></b> <b><i>(Filipino)</i></b>	Weekdays, 5pm-6pm. News/current affairs, musical releases and religious coverage, focusing on events in the motherland, and especially issues related to settling into Canadian society and becoming productive members of local civic communities; hosted by Rolan Latorre and several contributors, in Tagalog.

<b>German Kaleidoscope (German)</b>	A weekend variety program primarily music-focused, with traditional, oldies and new releases, including pop/rock and club genres, and active audience participation, in German and English.
<b>Ciao Italia (Italian)</b>	A weekend variety program covering all aspects of the Italian community, both locally and in Italy, including news/current affairs, trending issues and a particular focus on traditional and new music; hosted by Francesco Sorgiovanni, in Italian.
<b>Arabic Radio (Arabic)</b>	A weekend program covering events in the 20+ Arab-speaking countries around the world, and a focused application of world and local events to daily community life in Canada/Edmonton, with particular emphasis on “mainstream” news/current affairs events as they impact and inform the vibrant local Arabic community; hosted by Prof. Ibrahim Sumrain, in Arabic and English.
<b>Polish Radio (Polish)</b>	A weekend mix of news/information and traditional/contemporary music, both in Poland and in the decades-old Polish Canadian community, including expert analyses and commentary, and invited, active audience participation; hosted by Frank Zalewski, in Polish.

**News and Information Programming**

Our stations are committed to bringing news and information programming to all sectors of their local communities and are proud of the strong relationships they have developed. Rogers radio stations also ensure diversity in news coverage by using a variety of experts to explain the importance of issues in various multicultural communities. This regularly involves reaching out to local academics who are familiar with not only the most up-to-date research, but also the cultural sensitivities of each community.

Often our own staff members from different cultural backgrounds vet stories for tone and accuracy. We continue to employ this expertise as we strive to meet the diverse interests of our listeners.

Rogers’ radio news operations work on a large number of stories on any given day. Although some reporters and producers do focus on certain areas (e.g. hockey commentator or all-news weather person), news-gathering and reporting resources are assigned to issues and stories that need to be covered, with no regard to matching the cultural background of the report or producer to the issues. Although ethnocultural community events are covered, reporters and producers are not specifically assigned to

cover those stories, but instead work on them on a rotation and assignment basis, much like other stories.

Under this general approach, Rogers radio stations across Canada continue to produce and air news and information programming that is of significant interest to diverse communities, including Aboriginal peoples, visible minorities, persons with disabilities and women. In 2019, Toronto's SN 590 The Fan promoted Ashley Docking to become a co-host on the station's morning show, making her the only female co-host on a daytime sports radio show in Canada.

The following are examples of programs and stories aired by some of our radio stations in 2019 that reflect and/or promote diversity:

***Toronto Radio:***

- **Ontario Human Rights Commission Policy on Racial Profiling:** 680 News ran a story about a new policy, "Eliminating Racial Profiling in Law Enforcement", which was released by the Ontario Human Rights Commission who warned that profiling by law enforcement is profoundly harmful to black, Indigenous and racialized communities.
- **Assembly of First Nations:** 680 News ran a story about the list of priorities for the federal election as released by the Assembly of First Nations, which included a shift to a green economy, reforms to Canada's justice system and implementing the U.N. Declaration on the Rights of Indigenous Peoples.
- **Calgary Flames coach accused of racism:** SN 590 provided extensive coverage of the allegations of racism against now-former Calgary Flames head coach Bill Peters.
- **Colin Kaepernick:** SN 590 produced a special edition of "Writers Bloc" to discuss Colin Kaepernick's work out in front of NFL teams, what it means, why it took so long to happen, and if it will result in him finally getting a job offer.

***London/Tillsonburg Radio:***

- **Juno Awards:** Juno Awards organizers are making changes to the Indigenous music category, considering the broader work of First Nations, Inuit or Metis musicians within the qualifying year. Instead of presenting an Indigenous album of the year, the Junos will hand out an Indigenous artist or group of the year award.



### ***Kitchener Radio:***

- **Murdered and Missing Indigenous Women and Girls:** 570 News interviewed Lori Campbell, director of the Waterloo Indigenous Student Centre, for her views on the report.
- **Double-pane Glass Ceiling:** 570 News' *The Mike Farwell Show* interviewed Beth Malcolm, Vice President of Community Initiatives, Canadian Women's Foundation about new report showing that gender wage gaps are widest at the top of the corporate ladder.
- **Racism in Waterloo Region:** 570 News' *The Mike Farwell Show* interviewed expert Idrisa Pandit, Associate Professor, Studies in Islam, University of Waterloo about racism in the Waterloo region.

### ***Sudbury Radio:***

- **Syrian refugees:** Sudbury News story about Syrian refugees in Canada.
- **Special Olympics 2019 World Games:** KiSS 105.3 (CJMX) and 92.7 ROCK (CJRQ) interviewed Sudbury powerlifter Josee Seguin who took home four medals.
- **Aboriginal Music Awards:** interview with Mimi Obonsawin who won best pop album at Aboriginal Music Awards.

### ***Sault St. Marie Radio:***

- **PLATO Testing:** local MPP Ross Romano announces PLATO Testing will receive more than 1.2-million dollars to deliver IT training focused on preparing Indigenous people to become experts in software testing.
- **Ontario Special Olympics Winter Games:** interview with Sean Beaulieu of the Special Olympics Committee to discuss upcoming games. The Ontario Special Olympics were held in Sault St. Marie for the first time.
- **Treaty Annuities:** interview with Chief Dean Sayers of the Batchewana First Nation regarding Province of Ontario potential appeal of a court ruling on the Robinson Huron Annuities Claim.
- **Nolan Scholarship:** former NHL coach Ted Nolan spoke of the importance of post-secondary access for Indigenous people, especially women. The Ted Nolan Foundation is donating 100-thousand dollars to Algoma University to establish The Rose Nolan Scholarship, an annual scholarship for women from First Nations communities.

### ***Timmins Radio:***

- **StopGap:** KiSS 99.3 and 92.1 ROCK interviewed Noella Rinaldo, Executive Director of StopGap, a not for profit group that specializes in designing temporary service ramps to make downtown Timmins businesses accessible.



### ***North Bay Radio:***

- **Federal Immigration Pilot Program:** North Bay radio stations provided extensive coverage of the new Federal Immigration Pilot Program announced for the North Bay area. The program will give employers the ability to directly select immigrants to hire and will give immigrants the ability to choose one of the 11 North Bay-area communities to make their permanent residence.

### ***Ottawa/Smiths Falls Radio:***

- **Ottawa Pride Parade:** all Ottawa Rogers stations covered and reported on Ottawa's annual pride parade, as well as providing promotional support on-air and through social media.
- **Para Transit in Ottawa:** Canadian Paralympian and Para Transpo user, Sally Thomas, speaks to 1310's Mark Sutcliffe on Ottawa Today about her fight to improve the Para Transpo service in Ottawa. The service has booking issues, long wait times and unreliable service. She has been a strong voice in the community to bring Para Parity to the transit system.
- **Indigenous Author:** Karen McBride, who grew up on a reserve in the Timiskaming First Nation, hopes her first novel will help break Indigenous stereotypes. She tells 1310's Victoria Williston that it was important for her to use this novel to touch on important issues like land disputes, reservation life and breaking Indigenous stereotypes.

### ***Calgary Radio:***

- **Calgary Inferno:** SN 960 The Fan interviewed this women's hockey team who represented Calgary in the Canadian Women's Hockey League.
- SN 960 Host Ryan Running Rabbitt presented a 10-minute feature about the world's longest all-Indigenous hockey game.
- **Jordan Tootoo:** SN 960 and 660 News both ran an interview with Indigenous former NHL player Jordan Tootoo about the many programs that help First Nation children play organized sports.
- **Women's Hockey:** SN 960 aired an interview with Carolyn Ouellette, former Women's National Team Hockey member, about the state of women's hockey in Canada.
- **Diwali Celebration hockey:** SN 960 aired an interview with members of the Punjabi broadcast team for the Diwali Celebration game for the Calgary Hitmen.
- **Women's Hockey:** 660 News' Sandra Prusina interviewed Hayley Wickenheiser on the future of women's professional hockey in Canada.

### **Fort McMurray Radio:**

- **Pride YMM Celebrating in August:** Country 93.3 and 97.9 ROCK participated in several aspects of Pride month in the region, including promotional news coverage on-air and online.
- **Challenger Baseball for Youth with Disabilities:** Country 93.3 and 97.9 ROCK provided media coverage (on-air and online) for Challenger Baseball Canada's arrival to the region. Coverage included an interview with the President of Fort McMurray Minor Baseball.
- **Janvier Indigenous Cooking Documentary Series:** the television show "Red Chef Revival" paid a visit to Janvier, a local Indigenous community. Country 93.3 and 97.9 ROCK covered the occasion with lots of live "Jock Talk" in addition to covering it on "My McMurray".
- **Eye on Wood Buffalo:** Country 93.3 and 97.9 ROCK run a daily community feature entitled *Eye on Wood Buffalo*, which focuses on community and cultural events from the region. Events covered in 2019 included the first annual Athabasca Tribal Council Festival, World Hijab Day and the annual Multicultural Expo in Wood Buffalo.

### **Edmonton Radio:**

- **International Women's Day:** SONiC 102.9 celebrated International Women's day with "Girl Power", a showcase of women in Alternative Rock. Support included on-air and online coverage.
- **International Women's Day:** KiSS 91.7 Celebrated International Women's Day by showcasing women in Top 40 music. Support included on-air and online coverage.
- **Edmonton Pride:** KiSS 91.7 was a proud supporter of Edmonton Pride, producing specialty programming and online content highlighting the event and members of Edmonton's LGBTQ community.

### **Vancouver Radio:**

- **RCMP:** News 1130 covered the story of a video showing RCMP interrogating an Indigenous teenager about an alleged sexual assault, which drew outrage from Indigenous and women's rights groups.
- **Metro Vancouver breakdowns:** NEWS 1130 Reporter Lauren Boothby investigated broken elevators at SkyTrain stations around Metro Vancouver. The investigative report highlighted the frequency of the service outages, negatively impacting people with disabilities.
- **Transit strike:** with a looming transit strike, NEWS 1130 explored the impact on no bus/seabus service on those living with disabilities. Included an interview with Justina Loh of the Disability Alliance of BC.

- **Vaisakhi:** NEWS 1130 reporter Tarnjit Parmar produced a 10-part series exploring the traditions and history behind Vaisakhi. Now one of British Columbia's largest outdoor celebrations, the goal was to educate the public about the significance of the celebration to Vancouver's Sikh community. SN 650 The Fan was also live on location and featured one South Asian athlete per day during the South Asian Athlete awareness week which accompanied the Vaisakhi celebrations.
- **Still Fighting:** NEWS 1130 explored why LGBTQ2+ Pride is still important, particularly to queer people of colour. Most of the conversation around gay rights has ignored the experiences of queer immigrants, refugees and people of colour.
- **CAN-PRO AM:** SN 650 The Fan was live on location for this weekend hockey tournament to raise awareness for the Canucks Autism Network and the many challenges people face living with Autism.

#### ***Squamish/Whistler Radio:***

- **Native Plant Reclamation Project:** Mountain FM interviewed local Indigenous musician Cat Madden about her Native Plant Reclamation Project and her music.
- **Squamish/Whistler Pride:** Mountain FM interviewed the organizers of both community pride events.

#### ***Halifax Radio:***

- **Street Checks:** News 95.7 did multiple stories on the controversial practice of Street Checks by Halifax police, which showed that Black Nova Scotian men are six times more likely to be stopped by police than white men. Stories included coverage of the apology from the Chief of Halifax Regional Police and the reaction from members of the Nova Scotia's Black community.
- **Quentrel Provo:** News 95.7 did multiple stories on Quentrel Provo, a Black Nova Scotian anti-violence advocate. After a spate of shootings in Halifax's Black community Quentrel formed the group Stop The Violence, brought hundreds of children tickets to see Black Panther, was named one of the 100 most influential people of African descent under the age of 40, and landed a face to face meeting with Barack Obama during his visit to Halifax.
- **Pictou Landing:** News 95.7 did multiple stories on the impending closure of a mill wastewater lagoon on the land of the Pictou Landing First Nation. The stories featured commentary from Andrea Paul, the Chief of the Pictou Landing First Nation. In addition to speaking to the mill issue, Chief Paul has also been an expert on the Missing and Murdered Indigenous Women and Girls inquiry and has shared thoughts on a variety of issues facing Indigenous people.

## Collaborative Efforts

Rogers Media's multiple divisions do not work in silos. We seek collaboration from internal and external partners in order to reach the largest possible audience for our programming. Some notable examples of collaborative efforts in 2019 that promoted diversity across business units and platforms at Rogers include:

**Secret Path Live 2019:** Rogers Media provided funding support for the Secret Path Live event, organized by the Downie-Wenjack Fund. The event was a gala evening that included live performances from Indigenous and non-Indigenous musicians celebrating Indigenous history. Rogers Media support was in collaboration with RCI's partnership with the Downie-Wenjack Fund.

**Fighting Hate:** a national series from CityNews and Rogers Radio that examined the state and consequences of hate, discrimination and racism in Canada. All CityNews stations (Montreal, Toronto, Winnipeg, Calgary, Edmonton, Vancouver) produced and ran television pieces focused on the fight against the rising tide of hatred in Canada. The pieces profiled individuals and groups who are tackling a growing problem across the country. The pieces also ran on Rogers' news radio stations across the country, as well as our digital properties. Local stations added in interviews with local experts on the issue.

**Sportsnet 650 Challenger Baseball Golf Classic:** SN 650 The Fan Vancouver partnered with the Jays Care foundation and Rogers Wireless to raise funds and awareness for the Challenger program, a division of Baseball BC, that provides an opportunity for children with cognitive or physical disabilities to enjoy the full benefits of participation in baseball at a level structured to their abilities. Baseball games are played in a fun, safe environment where no score is kept. Able-bodied buddies are assigned (one on one, where possible) to each participant. These Buddies assist the Challenger Baseball players with their involvement in the game. Pushing wheelchairs around the base path, assisting players in how to hold the bat and swing, or providing protection for the Challenger Baseball player from a batted ball, are just a few of the ways the Buddies offer a better experience for the participants in Challenger Baseball.

**Hockey Night in Canada: Punjabi Edition:** OMNI Television broadcasts Hockey Night in Canada in Punjabi every Saturday night. Hockey Night in Canada: Punjabi Edition airs a doubleheader each week during the regular season, and marks the first time this Canadian institution will be available on a conventional network to the Punjabi-speaking community.

**Blue Jays: Pinoy Edition:** in 2019 OMNI Television carried 27 regular season Blue Jay games on Sundays in Filipino across Canada. The success of this broadcast is the result of excellent collaboration led by our Production Manager, together with the production and operations teams and support from the Jays, Sportsnet, Programming, Promotions, Brand and Creative.

**The McLean's/Citytv Federal Leaders Debate:** OMNI Television collaborated with Citytv across the country to produce three separate Focus shows, broadcasted and streamed the debate in three languages, and broadcast live in each region.

**OMNI News Federal Election Coverage:** OMNI Television provided five hours of live national coverage in Cantonese and Mandarin on linear and digital, summarized results for each province and territory and provided expert analysis with panels in Toronto and Vancouver. Rogers Cable's Community Television Rogers TV helped OMNI generate live reports from several key ridings by lending equipment, and OMNI worked closely with CityNews to secure live feeds from five party headquarters.

**Newfoundland and Labrador Leaders' Debate in Arabic:** several teams came together to help provide a needed service for the Arabic-speaking community in Newfoundland and Labrador during the 2019 provincial election campaign. Rogers Cable's Community Television station in St. John's helped secure OMNI's participation in the leaders' debate pool.

**Newfoundland and Labrador Provincial Election coverage:** on election night, OMNI's Focus Cantonese and Focus Mandarin news teams produced live updates on OMNI East's local Cantonese and Mandarin shows for what proved to be an historic outcome. The successful coverage was a result of collaboration with Rogers TV in St. John's Newfoundland.

**Where We Belong:** with a focus on securing third language, independently produced content from Atlantic Canada, OMNI launched *Where We Belong*, a 30-minute, 6-part series in Cantonese program co-produced by an organization called Sharing Our Cultures and Rogers TV in St. John's, Newfoundland. This lifestyle series profiles success stories of Chinese newcomers who share their cultural experiences and life in Newfoundland and Labrador.

**Cool Black North:** all areas of Rogers Media came together to promote *Cool Black North*. A documentary celebrating Canada's unique and vibrant Black community, it aired on Citytv and OLN during February 2019 as part of Black History Month. The documentary was promoted across Rogers Media properties, including a feature on Citytv Toronto's entertainment show Entertainment City which included an interview with the director of the film. As part of generating awareness and honouring the participants and the community, Rogers Media hosted a special theatre screening and session with the filmmakers during Black History Month in Toronto which was attended by Honorable Mayor John Tory amongst other dignitaries. In addition, as part of the Rogers Women's Network Inclusion and Diversity Film Festival, a special screening followed by Q&A with the filmmakers was held at the Landmarks Theatre in Orleans (Ottawa) in September 2019.

**Focus Punjabi:** World FM partnered with OMNI to simulcast Focus Punjabi weekdays for the Punjabi community.

## Accessibility

Rogers Media recognizes that television is a primary source of news, entertainment, and sports programming for many Canadians. Therefore, it is important for us to make our programming accessible to persons with disabilities so they can be included in this everyday medium.

Our services are in compliance with all accessibility regulations; specifically, we ensure that 100% of our English-language programming, advertising, sponsorship messages and promotions are captioned. As well, we provide described video programming for people with visual impairments.

Rogers Media is an active participant in the English-language Broadcasters' Group (EBG) and we work closely with other broadcasters to improve the quality of closed captioning delivered in Canada. In 2019 the CRTC approved the EBG's approval to adopt a new standard for measuring the quality of live closed captioning. Broadcasters must now reach an accuracy rate of 98 for English-language live programming based on the NER model. The NER model replaces the previous verbatim accuracy rate of 95%, and broadcasters will be reporting annually on their success.

Rogers Media is also working with other Canadian licensees to form a Working Group to develop solutions to providing Described Video (DV) for programming that is received very shortly before first broadcast. The DV Working Group will be modeled on the EBG's Closed Captioning Working Group, and will include stakeholders from the blind and partially sighted communities.

Last, but not least, RCI employs a bilingual Accessibility Services team; it is a small, specialized team of customer care representatives who are knowledgeable about the accessibility-specific products and services we offer. All accessibility-related calls to Customer Care can be transferred to the Accessibility Services team to ensure customer needs are fully met.

## Internships, Mentoring, and Scholarships

Rogers Media has established a number of ongoing internship, mentoring, and scholarship programs designed to promote diversity in the workplace. A few examples involving diversity in our initiatives are as follows:

- News 1130 funds a yearly award for an Aboriginal student studying Journalism at BCIT. An endowment was established in 2011 to provide bursaries for BCIT Broadcast Journalism Students in financial need with first preference given to Aboriginal students. Should there be no eligible Aboriginal applicants, the bursary will be available to any student in the program.



- JACK 102.3 London (CHST-FM) hired an Indigenous co-op student from Saunders Secondary School, who was accepted to Seneca College's broadcasting program during his co-op.
- Mountain FM in Squamish offered job shadowing to local First Nation's youth interested in broadcasting careers, along with providing a tour of the studios for students from Squamish First Nation.
- Cityline host Tracy Moore hosted 85 children on a trip to Canada's Wonderland as part of the Trust15 group, which helps youth in Rexdale/North Etobicoke with programs that promote positive behavior, creative expression and working skills.
- CityNews Toronto organized a studio tour and Q&A with BEMC (Bridge to Employment in Media and Communications). The group helps journalists from overseas, many of whom are visible minorities, find work in journalism and communications in Canada.
- OMNI Studios Toronto conducted a tour of the facilities for a group of students working with The Bridge Training Program to Employment in Media and Communications (BEMC) turned to OMNI to provide media insight to new immigrants. Funded by the Government of Ontario, the BEMC program aims to help new Canadians with media backgrounds to learn about the media and broadcasting in Canada. All of the participants have prior experience from positions in media and PR that they held abroad in India, Pakistan, Syria, Italy, Romania/Moldova, and Uganda.
- OMNI Studios Toronto conducted a tour of the facilities for a special needs group from Monsignor Fraser College, comprised of students with co-operative education placements who were eager to tour OMNI's facilities.
- OMNI's Senior Manager of Community Liaison hosted a meet-and-greet in St. John's, Newfoundland, organized by OMNI East's Advisory Council member Lloydetta Quaicoe and Rogers TV Station Manager Linda Lambe. Over 20 guests attended representing various community groups and several languages.
- OMNI disburses two scholarships at the British Columbia Institute of Technology (BCIT), which help BCIT students with the resilience, skills, and experience they need to develop their skills in the real world:
  - The OMNI Television Endowment disbursed a total of \$1,596
  - The OMNI Television Broadcast Journalism Endowment disbursed at total of \$1,058
- OMNI Television Undergraduate Award in Communication at Simon Fraser University: since 2007, the fund has provided over 20 awards, worth over \$40,000, to diverse students pursuing their education and career goals.

## Community and Industry Outreach

At Rogers, our dedication to being the best at what we do goes beyond meeting business targets. We're committed to connecting with – and making a lasting impact on – communities from coast to coast. In support of this dedication we have the Rogers Employee Volunteer Program to encourage employee volunteer activities that serve the communities where we live and work. As part of this program, employees are invited to



take some time off work and use it towards a volunteer experience, either with an organization affiliated with our own Rogers Youth Fund, or with another registered charity of their choice.

## **OMNI Television**

OMNI is proudly mandated to support Canada's growing diversity and invests a great deal of time and energy building and nurturing relationships with grassroots ethnic organizations.

We maintain relationships with the communities we historically served – relationships that are based on trust, respect, co-operation and a detailed knowledge of their social and cultural practices. We also created new relationships with the regions we committed to serving in our recent OMNI Regional license. We have roundtable discussions and meet regularly with representatives of these communities and solicit feedback from community leaders, organizations and members of the public.

OMNI, as a multicultural/multilingual broadcaster has a focused mandate to reflect diversity to its audiences. Our organizational structure incorporates producers who are ethno-specific and linguistically proficient in the languages in which we broadcast. Each producer is responsible and accountable for community reflection. The Community Liaison Officers (CLOs) in each of the regions OMNI serves play a key role in monitoring diversity initiatives as does the Director, Independent Production Development.

All of our OMNI stations actively pursue sponsorships and event opportunities that reflect OMNI's diversity mandate. We are deeply involved in the diverse ethnic communities we serve. Our CLOs are responsible for keeping track of all community events and community sponsorships. We support our communities through sponsorships, PSAs, on-air and online promotions, event coverage and by providing emcees for their events.

The following provides a sample of a few of the events supported and promoted by our stations in 2019:

### ***OMNI East:***

- **Yee Hong Dragon Ball:** The Dragon Ball has over 800 people in attendance each year and hosts prominent figures in the community, including the Mayor of Toronto and the Prime Minister. Citytv and OMNI provided promotional support and emcee's on the night of the Gala.
- **Immigrant Business Expo:** OMNI provided on-air and online promotional support of the Immigrant Business Expos, one-day events that cater to new immigrant and refugee entrepreneurs. Participants are connected to government

funded and community services and find out how to tackle challenges specific to new immigrant business owners.

- **Punjabi Community Health Services:** Focus Punjabi Reporter Mahnoor Yawar moderated a roundtable discussion hosted by Punjabi Community Health Services and Friends of Canadian Broadcasting. The discussion was centered on the relationship between ethnic media and health organizations in helping inform new Canadians about health issues and available resources.
- **South Asian Internal Support Network 2019 Annual Gala:** OMNI News Reporter Mahnoor Yawar and CityNews' Francis D'Souza co-hosted the Toronto Police Services' South Asian Internal Support Network 2019 Annual Gala. This special evening celebrated 10 years of providing support within the police force and the community, with a night of honoring Sri Lankan culture. This year's beneficiaries were the South Asian Women's Centre & the South Asian Autism Awareness Centre, each receiving \$5,000.
- OMNI's Sr. Manager of Community Liaison and Language Sales Manager spoke at the The Hamazaki Wong Summit, a gathering of industry veterans and media experts, to discuss and promote multicultural marketing.
- OMNI's Sr. Manager of Community Liaison emceed the 19th annual Race against Racism, hosted by the Peel Regional Police's Inclusion and Diversity unit in Mississauga.

#### **OMNI Pacific:**

- **2019 Bridge to S.U.C.C.E.S.S. Gala:** OMNI talent emceed this annual gala, a signature event in the Chinese community attracting over 800 like-minded philanthropists, community leader, and government officials for an evening of fine dining and entertainment, while supporting S.U.C.C.E.S.S. and its mandates.
- **S.U.C.C.E.S.S Walk with the Dragon:** With over 30 years of history, S.U.C.C.E.S.S. Foundation's annual Walk with the Dragon has a reputation of being BC's largest family scenic walk and festival. Each year, over 13,000 individuals including 600 teams participate in a 3km or 7km panoramic walk along the seawall of Stanley Park. OMNI hosts Tina Song and Charlene Ling hosted the stage activities.
- **Spring Festival Parade:** this was the largest Lunar New Year festival celebration in North America for over 40 years. OMNI participated in the parade and handed out lucky red envelopes.
- **Chinatown Festival:** organized by the Vancouver Chinatown BIA Society (VCBIA), this festival is a great event to experience culture, music, dancing, contests, shopping, activities amazing food at community celebration. OMNI host Charlene Ling emceed stage activities.

### **OMNI Québec :**

- **Music Heals:** OMNI staff were present at this benefit concert geared to raise awareness and research funds towards a cure for Polycystic Kidney Disease.
- **Hope for 22q13 Gala:** OMNI host Teresa Romano hosted the Gala supporting the Phelan-McDermid Syndrome Foundation.

## **Community Engagement**

### **OMNI Advisory Councils**

The OMNI Advisory Councils assist local ethnic communities that wish to become involved with OMNI and ensure that Rogers provides an appropriate level of programming commensurate with the demographics of each market where OMNI operates.

In April, May and October 2019, Rogers hosted OMNI Advisory Council meetings with our members in the Eastern, Pacific, Prairies and Quebec regions. The meetings included an update on programming, sales and community outreach, and are an opportunity to receive critical feedback on OMNI programming and outreach initiatives. Members provided valuable insights at these meetings, identifying strengths and areas for improvement.

The members of the OMNI Advisory Councils were carefully selected to provide strong representation of the various ethnocultural communities within OMNI's broad service mandate and because they possess a diversity of skill sets and experience.

### **OMNI Prairies Advisory Council:**

#### **CALGARY:**

**Alice Lam:** Alice Lam was born in Calgary to Chinese parents who were refugees from Vietnam. She graduated from the University of Alberta with a Bachelor of Arts in Economics and completed a Master of Science degree in Management at the IESEG School of Management in France. She has worked in New York as a communications and marketing specialist and comes with a strong background of strategic planning and operations consulting. She currently works in commercial real estate. Alice has been an active volunteer helping immigrant youth and seniors reach their full potential for over fifteen years. She sits on several non-profit boards in Calgary that have a mandate to empower and enrich the lives of immigrant seniors. She also volunteers as an interpreter and facility coordinator for Chinese seniors. Most recently, she founded a

volunteer website that helps connect Calgarians to volunteer opportunities called [www.vollyapp.com](http://www.vollyapp.com) which is built by volunteers, and free to use.

**Mushegh Asatryan** : Mushegh Asatryan is an Assistant Professor of Arabic and Muslim Cultures at the University of Calgary, where he teaches courses on the history of Muslim civilization. Mushegh grew up in Armenia, and has studied in Egypt, Iran, Hungary, Armenia. He has received his PhD from Yale, following which, he taught and conducted research in various institutions in the US, UK, and Canada. Mushegh's research is about the religious and social history of the Islamic Middle East in the middle ages, and he is the author of one monograph and several peer-reviewed articles on Islamic history. His current projects include a study of early Islamic polemical literature, and the history of the Nusayri sect in medieval Syria.

#### **EDMONTON:**

**Erick Ambtman:** Erick Ambtman is the Executive Director of the Edmonton Mennonite Centre for Newcomers and knows firsthand the multicultural issues and challenges present in Alberta. He is well known in Edmonton as the main organizer of the prestigious RISE Awards (Recognizing Immigrant Success in Edmonton). Ambtman began working for the City of Edmonton and is now a Senior Project Manager for Community Services. Ambtman was selected as a “Top 40 under 40” in Edmonton by Avenue Magazine in 2011. He holds a Master’s degree from the London School of Economics.

**Beryl Bacchus:** Beryl Bacchus is the Marketing Director for the West Edmonton Mall (WEM), North America’s largest mall boasting 54 million square feet. She organizes, markets, and executes over 350 events at WEM annually. Previously, Bacchus was the Executive Director of the Global Visions Film Festival, Canada’s longest running documentary film festival dedicated to documentaries from around the world. Her dedication and work in the community has been recognized as she was named a “Top 40 under 40” by Avenue Magazine as well as nominated as a “Woman of Distinction” with the YWCA Edmonton for arts and culture.

#### **SASKATCHEWAN:**

**Rhonda Rosenberg:** Rhonda has been working with the multicultural community in Saskatchewan for 20 years in a variety of roles. Prior to joining MCoS, she was the Executive Director of the Saskatchewan Association for Multicultural Education. Rhonda is also a Youth Leadership Coordinator at the United Way of Regina and a teacher/counsellor at the Cornwall Alternative School. She has expertise and experience in multiculturalism, anti-racism, education, youth leadership, experiential education, cross-cultural education, non-profit management, and policy governance.

## MANITOBA:

**Ron Cantiveros:** The Filipino Journal is a family-run community newspaper founded in 1987 by Ron's parents. The newspaper has had an integral role in chronicling the history, growth and achievements of Filipinos in Winnipeg. In addition to the family newspaper, Ron's family is also involved in the food services industry. As the Marketing Director for Cantiveros Family Foods and Hot Rod's Filipino Grill, Ron ensures their service is focused on production of Manitoba-made Filipino food products. Ron is an Advisor for the Manitoba Filipino Business Council, and previously served as a Director for the Manitoba Filipino Street Festival and the Winnipeg Chamber of Commerce. In 2012, Ron received the Exceptional Small Business Award at the Manitoba Filipino Business Council Gala Awards.

### *OMNI Pacific Advisory Council*

## BRITISH COLUMBIA:

**Queenie Choo:** Queenie has held many senior leadership positions in varied organizations. She was appointed as the CEO to commission the first culturally based seniors care home in Edmonton Alberta. As well, Queenie has a strong background in quality and service evaluation focusing on service deliverables. Based on her excellent tracked record in this area, in 2010 she was appointed as the Executive Director responsible for redesigning the home and community health system within Alberta Health Services. With her strong background in community services and effective leadership ability, in 2012, she was appointed as the CEO of S.U.C.C.E.S.S., the largest non-profit social service organization in BC. Queenie was recognized as the Queen Elizabeth II Diamond Jubilee award recipient for her community contributions.

**Neelam Sahota:** Neelam is the Chief Executive Officer of DIVERSEcity Community Resources Society, a community serving organization specializing in the settlement of new Canadians in the Surrey, North Delta, Langley and White Rock regions of the Lower Mainland in BC. Neelam has extensive experience in the not-for-profit, corporate and government sectors. Her passion lies with connecting the local community, especially newcomers, to resources that assist them in becoming connected and contributing members of society. Neelam is an alumnus of Simon Fraser University where she was the recipient of the President's Entrance Scholarship. She is also a Certified Professional Accountant with her legacy designation from the Certified General Accountants Association of BC.

**Alden Habacon:** Alongside his Director position at UBC, Alden is the Founder and Publisher of Schema Magazine, and Co-Founder of the Asian Canadian Journalists Association. He speaks on the evolution and future of multiculturalism and is well-known

in the Lower Mainland for his work around building more inclusive, dynamic, and intercultural communities. He is the recipient of the 2010 Power of Peace Award of the YMCA of Greater Vancouver and the 2011 Leadership Honouree of National Association of Asian American Professional (NAAAP) Vancouver. In 2012, Habacon was the recipient of the Maharlika Award in Leadership and is a recipient of the Queen Elizabeth II Diamond Jubilee Medal Award for his work in multiculturalism and intercultural understanding.

**Anita Huberman:** Having been involved in the Surrey Board of Trade for 21 years, and being CEO for 8 years, Anita oversees 400 volunteers, a budget of nearly \$1 million and has created new award programs celebrating community, volunteerism, leadership, family and health. In addition to her work at the Board, she has taken leadership roles in organizations such as the National Film Board, the Surrey Civic Treasure Committee, the Ronald McDonald House campaign cabinet, and the SFU India Advisory Council. She was also a nominee of the 2013 YWCA Women of Distinction Award and named one of Business in Vancouver's Top 40 Under 40 in 2011. Through a generous contribution to SFU, Anita established an undergraduate scholarship in FCAT to support full-time undergraduate students pursuing a Bachelor of Arts degree in the School of Communication.

**Sonny Wong:** Sonny's strategic and creative sensibilities have found their way into many initiatives. From award-winning advertising campaigns, to major events, to product development, to business start-ups, Sonny is a leadership and values driven individual who brings his unique insights to any project. Socially and environmentally motivated, he is learning to reconcile his job as a marketer (which encourages people to consume more) with his sustainability tendencies, and admits it's an ongoing struggle. In his spare time, when he has any, he cycles and is a collector of people and ideas

**Sung Van:** Sung is the owner and creative director of Latitude Agency, a boutique brand and design agency in Vancouver. He has over 20 years' experience providing strategy, marketing, communications, creative and design services to public and private sector companies in British Columbia. Sung is also an active volunteer in the Vancouver community, and each year, Sung dedicates Latitude resources to providing pro bono communications services to the charitable sector. Sung has served on the Board of Vancouver Community College and is currently President of the Canada/Korea Business Association, a non-profit organization that works to enhance business and trade relations between Canada and South Korea. Sung has a Bachelor of Fine Arts from the University of Victoria and a diploma in Marketing Management from BCIT. He is a member of the Society of Graphic Designers of Canada and the Vancouver Board of Trade.



## ***OMNI East Advisory Council:***

### **ONTARIO**

**Cindy Fan:** In addition to her successful career in the real estate market, Cindy is also an agent for the Taiwanese company Naruko Boutique, distributing its beauty products in Canada. She holds an Engineering degree from the University of Toronto. Cindy was elected as the President of the Taiwan Entrepreneurs Society Taipei/Toronto. She was also the Director of Taiwan Entrepreneurs & Investors Associations of Canada. Cindy is an active member of the Taiwanese and Chinese communities in the GTA. She has also made great efforts in improving the Chinese learning environment for young students interested in Mandarin and Chinese cultural courses.

**Marcus Kolga:** Marcus is a Communications and Brand Strategist, Journalist, Political Activist, and award winning Documentary Filmmaker. In 2009, Marcus's Liefia Communications, a graphic design and communications firm, developed and designed an extensive multimedia project for the Victims of Communism Memorial Foundation in Washington D.C. The online museum was selected by Communication Arts Magazine as one of the best websites of 2010. Marcus is also the co-Founder of the Central and Eastern European Council in Canada, a Director of the Estonian Foundation of Canada, Board Member of the Council to Protect Canadians Abroad, and Canadian Advisor to the Inter-Parliamentary Group for Justice for Sergei Magnitsky.

**Wilbert Lai:** Wilbert has a B.Com (Hon.) degree from the Chinese University of Hong Kong and an MBA degree from the University of Minnesota in the United States of America. He is also a Certified Management Accountant. He was a Vice President of the Chinese Professional Association of Canada (CPAC) and its Education Foundation for four years and is an Advisor to the SEAS Community Centre. He has been a frequent commentator on and columnist in media including OMNI-TV, World Journal, Ming Pao Daily News and Sing Tao Daily. He taught at Centennial College and the School of Continuing Studies at the University of Toronto. He has served on the Advisory Council of ACCE. Wilbert was President of ACCE from 1998 – 2002 and co-founded the Chinese Canadian Entrepreneurs Awards in 1997.

**B.K. Sethi:** B.K. holds an MBA in Marketing from Michigan University. After working with Multinationals in Sales and Marketing for several years, he started his own Food Importing Company. B.K. has also consulted Multinationals including Robin Hood Multifoods, Unilever, Kraft, Heinz, Dairy Board of Canada and others looking for ethnic savvy marketing. He has won numerous awards, including a Canadian Grand Prix New Product Award for his India House brand, Business Excellence Award by Scarborough Chamber of Commerce and others.



**Dr. Gina Valle:** Gina speaks several languages and holds a PhD in Teacher Education & Multicultural Studies from The Ontario Institute for Studies in Education (OISE) at the University of Toronto. Prior to receiving her PhD, Gina earned a Masters of Education in Curriculum and Bachelor of Education (Ontario Teacher's Certificate). Through her organization, Diversity Matters, Gina champions multilingual children's literature and heritage initiatives in her community. Gina was invited to be a mentor to young girls at the only Girl's Leadership Academy of its kind in Ontario. Gina received the Diamond Jubilee Medal from the Office of the Governor General for her significant work in diversity through her organization Diversity Matters.

## **NEWFOUNDLAND & LABRADOR:**

**Dr. Lloydetta Quiaco:** Lloydetta holds a B.A. (Hons.) and M.A. at Memorial University of Newfoundland, Canada. Since 1998 she has worked on community development projects with immigrant/refugee families in the areas of language acquisition and adjustment to Canadian society in Newfoundland and Labrador. Lloydetta serves on the National Steering Committee of the Canadian Coalition for Immigrant Children and Youth. She is one of the NGO representatives on the Program and Dissemination Committee and the Education Domain Committee of the Atlantic Metropolis Centre of Excellence for Research on Immigration, Integration and Cultural Diversity. Lloydetta also volunteers as a community representative on the Macdonald Drive Elementary School Council and on the board of the Refugee Immigrant Advisory Council. From 2001 to 2005, she was president of the Multicultural Women's Organization of Newfoundland and Labrador and Chair of the Advocacy Committee of the National Organization of Immigrant and Visible Minority Women of Canada.

## **NEW BRUNSWICK:**

**Alex LeBlanc:** Alex brings over 10 years of experience from the non-profit sector, including work with youth, persons with disabilities, and now with the multicultural community. He is extremely passionate about New Brunswick cultural diversity and social inclusion. In his role as Managing Director, Alex leads the strategic and operational planning for NBMC, as well as government relations, partnership development and overall staff management. NBMC is a bilingual, not-for-profit, umbrella, organization committed to supporting immigrant-serving agencies, and multicultural and ethno-cultural associations in the province. Since 1983, NBMC has facilitated member, government and community efforts to make New Brunswick the province of choice for both newcomers and residents, through enhancing the economic, social and cultural value of diversity.

## ***OMNI Québec Advisory Council:***

**Hector Giraldo:** Hector is an Entrepreneur with B2B experience delivering IT and web products to the Montreal SME sector. He oversees brand and web site traffic growth through SEO, Google Analytics-Adwords, and social media. Hector has over 15 years of experience in the theme park and retail industry dealing in daily operations with high traffic environments.

**Hasan Al-Shawa:** Hasan has accumulated over 31 years of experience in business development and real estate in North America, Europe, and the Middle East, and has been involved in investment & real estate projects since 1986. Hasan was also the President of the National Council on Canada Arab Relations, a 35 years old Ottawa based political advocacy organization. Hasan has held board seats and senior executive positions with several other Canadian NGO's, and was involved with several Canadian Government Ministries and bodies on policies dealing with the Canadian Arab community, foreign policy, and business relations. He and his wife were members of the Prime Minister of Canada's Round Table Conferences across the Country in 2010 & 2011 covering the Canadian Economy, and the Immigration & Citizenship Policy. Hasan is also a member of the Advisory Board of the Al-Shawwa Family Educational Fund and a co-founder and member of the Board of Directors of Physinorth Acquisitions Corporation Inc.

**Melpa Kamateros:** Melpa holds a BA in Political Science and a graduate diploma in Community Politics and the Law at Concordia University. She is one of the founding members of the SOAFS, an organization that is dedicated to providing culturally and linguistically adapted services to victims of family violence, primarily from ethno-cultural communities. Melpa is the Architect of the Ethnic Media Outreach Program, where information on family violence has been produced and disseminated in 16 languages and to many communities. In November 2005, she was recognized by the Ethnic Press and Media Council of Canada.

**Pastor Joseph Junior Clormeus:** Pastor Clormeus is an Administrator and Vice-President of Federation of Haitian Regional Associations of the Diaspora (FARHED) and is a Consultant with the International Association of Social Causes, Montreal. In addition, he is also Pastor with Bethsaida, Montreal. Pastor Clormeus holds a Bachelor of Business Administration from the School of Infotronics, Port-au-Prince as well University Studies in Law, Faculty of Law and Economics, from St-Louis de Gonzague Institution, Port-au-Prince. He also holds a Master of Public Administration from National School of Public Administration (ENAP), Quebec and is currently working towards completing his PhD in Public Administration (Analysis and Management of Public Policies). Pastor Clormeus is engaged in his community and works with various levels of government, business and community leaders on social issues, vulnerable

cases, settlement causes and socio-economic integration of newcomers to the Province.

**Tania Alfonsi:** Tania has nearly 10 years of legal and compliance experience in financial services. She is currently a Legal Advisor in Institutional Compliance where she is primarily responsible for the oversight of legislative and regulatory monitoring of issues relating to the Group Benefit and Group Retirement business. In addition, she supports Group Benefit and Group Retirement strategic transformational initiatives as the compliance and legislative lead, including risk reviews. She is currently working with internal stakeholders on the redesign of the monitoring, communication, analysis, and implementation of legislation to ensure effective support to the Institutional business organization, including coaching and developing resources. Tania was a member of the Executive Committee of the National Congress of Italian Canadians (Quebec), and is a member of the Board of Association of Italian Canadian Jurists of Quebec. Tania holds a Bachelor of Arts in Political Science from Concordia University, a Law Degree and Master's Degree from Université de Sherbrooke.

## City Stations

City actively pursues sponsorships and event opportunities that reflect our diverse audiences. City also has many diverse community sponsorships that have been in place for many years. These legacy projects tap into the fundamental fabric of these communities and we take pride in our role supporting the communities we serve. Host appearances play a large part in our diversity sponsorships. Integrating *Breakfast Television* hosts into diverse events is a very important part of developing our relationships with pillars in the community. Community Calendars support hundreds of events per year and diverse and multicultural events are often showcased.

A small sample of events featured on City through our community calendars or live coverage on City programming in 2019 include:

### **City Toronto:**

- **National Council of Canadian Muslims:** CityNews supported the NCCM's town halls on the 2019 federal election by providing CityNews reporter Ginella Massa as moderator for separate debates with leaders or representatives of the major parties. Ginella was also MC for the Council's fundraising dinner in Toronto.
- **Canadian Club "Being Brown Downtown: The Lived Experiences of Ethnic Minorities in corporate Canada":** CityNews reporter Ginella Massa moderated the event.

- **Success Beyond Limits:** a collaborative, youth-led, community-based movement that provides youth with holistic supports to complete their education and experience success in their lives. CityNews reporter Ginella Massa gave a career talk to students.
- **Women Abuse Council of Toronto:** umbrella group that works with all women’s shelters in Toronto. CityNews reporter Cynthia Mulligan was MC at their annual award ceremony.
- **New Haven Learning Center:** a charitable organization that provides treatment and education programs for children and young adults with autism. CityNews reporter Cynthia Mulligan was MC for their annual fundraiser.
- **Toronto Police Indigenous Unit, Toronto District School Board:** CityNews assignment manager Nicole McCormick was a speaker at the National Indigenous Day celebration.

#### ***City Vancouver:***

- **Canucks Autism Network:** a charitable organization providing support for families with children on the autism spectrum. Rogers produced a 30 sec PSA for the Autism Network’s Fundraiser the CAN Pro-Am Hockey Tournament.
- **Women in Tech at BC Tech Summit:** Rogers Creative produced interstitials, promos and long form video for Roger’s Women in Tech panels at the BC Tech Summit. Panel’s featured female leaders in tech with video pieces highlighting their accomplishments.
- **Witsuwit’en Village Partnership:** Rogers Creative produced interstitials, promos and a long form video for Rogers partnership with the BC Government and Witsuwit’en Village in Northern BC.
- **Nisga’a Nation Partnership:** Rogers Creative also shot and provided post production for the Rogers partnership which provides cellular service for the Nisga’a Nation in the Nass Valley.

#### ***City Montreal:***

- **Taste of Tea Event:** hosted by BT’s Catherine Verdon-Diamond, the 8th annual “Taste of Tea” event honoured some of Canada’s top Caribbean female fashion designers.

#### ***City Edmonton:***

- CityNews Edmonton VideoJournalist Dalia Ashry spoke at the North American Arab Women’s conference in Calgary, as well as at area mosques on her job and the role of media in covering Arab issues.

## **City Saskatchewan:**

- **Yorkton Film Festival:** CityTV promoted this festival based in Yorkton, SK. YFF is the longest running film festival in North America with year-round programming and an annual Awards event which includes recognition and programming for Indigenous and visible minority filmmakers.
- **Skills Canada Saskatchewan:** CityTV promoted Skills Canada Saskatchewan, whose mandate is to expose Saskatchewan youth to trades and technology through school presentations and visits, career fairs, young women's conferences, regional, provincial and national competitions and community skills clubs. This includes partnerships to promote Aboriginal equity and events such as Women in Trades and Technologies which are held throughout the province.
- **Queer City Cinema:** QCC's annual events included a film festival and performances. CityTV promotes and supports this organization, which showcases LGBTQ2S+ artists and productions and includes contributions from Indigenous, and women creators, with diverse content topics including disabilities and viewpoints from across cultures and the world.
- **Multicultural Council of Saskatchewan:** CityTV promoted the MCoS, which works to promote, foster, improve and develop multiculturalism in the cultural, social, economic, and political life of Saskatchewan while working to achieve equality of all residents.
- Citytv Saskatchewan also promoted the following events and organizations through its on-air events calendar, "Stuff You Should Do":
  - India Night 2019
  - International Day for the Elimination of Racism
  - Culture Days in Saskatchewan 2019
  - Saskatchewan Multicultural Week 2019
  - Queer City Cinema & Performatorium 2019
  - Saskatoon Pride
  - Queen City Pride

## **Radio Stations**

Rogers radio stations also actively engage with their local community by disseminating information about events for diverse communities either through promotion, coverage, participation, or attendance.

A sample of the events covered by our radio stations in 2019 include:

### **Toronto Radio**

- **St. Capes For Kids:** 98.1 CHFI produced segments to promote Holland Bloorview Hospital's Capes For Kids program, a fund and awareness-raising program focused on childhood disability and inclusion.
- **CAMH Gifts of Light:** 98.1 CHFI produced segments to promote the Centre for Addiction & Mental Health's Gifts of Light.

- **The Centre for Immigrant and Community Services (CICS) 50th Anniversary Gala:** a gala to celebrate their 50 years of dedication to helping new immigrants settle in and integrate into Canada. 680 News provided on-air support and promotion and an on-air personality hosted their gala event.

***Kingston Radio:***

- **Pride Kingston:** CIKR K-Rock 105.7, CKXC Country 93.5, WLYK KiSS 102.7 partnered with Pride Kingston for the 2019 festival. This included pre-promotion of the festival and its events, hosting the “Out on the Queen” cruise, and participating in the parade.
- **Gord FM:** On the anniversary of Gord Downie’s death, K-Rock 105.7 changed to “Gord FM” for 24 hours. Coverage included discussing the Gord Downie & Chanie Wenjack Fund, which aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples.

***London/Tillsonburg Radio:***

**CHST, CKOT, CJDL have supported many community initiatives that support people with disabilities, including:**

- Community in Motion: The Serious(ly) Fun Run - Proceeds go to Community Living London emceed by Matt Loop
- Community Living London's Building Inclusive Communities Conference – sponsored this event with free airtime
- Sponsor and participant in the ATN Access Golf Tournament supporting ATN for persons with disabilities.
- On location for Come Walk With Me for Independence supporting the Independent Living Centre which is a valuable resource for people with disabilities.
- On location at the L'Arche International Walk. It is a faith-based community creating homes and programs for people with developmental disabilities.
- On location for the Multi-Service Centre trail walk/run, a fundraiser for the many services they provide, including Community Living Tillsonburg.

***Kitchener Radio:***

- **Kids Can’t Wait Radiothon:** CHYM 96.6, COUNTRY 106.7 and 570 News supported this public event with live radiothon fundraising and live presence at the Conestoga Mall event, to raise money for KidsAbility.
- **Lutherwood Children’s Mental Health:** CHYM 96.6, COUNTRY 106.7 and 570 News supported this organization with on-air and online promotion.
- **Coalition of Muslim Women of KW:** Muslim Women Through A Diverse Lens: CHYM 96.6, COUNTRY 106.7 and 570 News once again supported this public



event that provided the opportunity to personally interact with Muslim women locally and from across the globe. The stations carried on-air and online promotions for this event.

### ***Ottawa/Smiths Falls Radio:***

- **Ottawa Bears:** News 1310's Jason White emceed the 2019 Mr. Ottawa Bear 2019 event. The Ottawa Bears is a group of Bears and Bear admirers located in Ottawa and Gatineau. The purpose of the group is to organize get togethers and social events for the bear community, to promote a more positive body image among large and/or furry gay men and to promote bear culture within the gay and straight communities.
- **Refugee 613- The Kindness of Strangers:** the event was emceed by News 1310's Mark Sutcliffe who is also the honorary chair. It was an evening of short, powerful talks about building community, in ways big and small. Refugee 613 is an innovative communications hub that informs, connects and inspires people to welcome refugees and build strong communities.

### ***Sudbury Radio:***

- **Dining in the Dark:** Sudbury Radio supported the Dining in the Dark event for the local Canadian National Institute for the Blind on KiSS 105.3 and 92.7 ROCK through live mentions, produced commercials, a Connected PSA feature, web and social media listings, ticket giveaways through contesting and by providing an on-air personality as MC for the charity gala.
- **Other community events promoted and supported by KiSS and Rock through on-air promotion include:**
  - Sudbury Defeat Depression Walk – charity walk to help raise funds and awareness for people with mental disabilities
  - AfroFest – free community festival celebrating the African culture and its people
  - CHHS A Free Comedy Show – charity comedy show in support of the Canadian Hard of Hearing Society.

### ***Timmins Radio:***

- **Fierte Timmins Pride:** KiSS 99.3 and 92.1 ROCK staff participated in the Pride festivities. The stations had their joint vehicle in the parade and the teams set up a booth with signage at the rally.
- **National Aboriginal Day:** In celebration of Canadian Aboriginals, KiSS 99.3 and 92.1 ROCK set up a booth with signage and participated in activities in the city.

### ***Calgary Radio:***



- **Pride Calgary parade:** the Rogers Radio Calgary Cluster promoted and participated in the 2019 Pride Calgary Parade.
- **Indigenous Day Live:** JACK FM promoted and supported Indigenous Day Live with social media posts and street activities.
- **Team Tootoo Foundation:** SN 960 The Fan interviewed former NHL player Jordan Tootoo about his Foundation to help raise awareness about the various Indigenous causes it supports.
- **International Women’s Day:** the Rogers Radio Calgary Cluster provided airtime and promotional support for PSAs created by the Rogers Women’s Network. Out stations in Canmore, Lethbridge and Medicine Hat also promoted and supported the PSA campaign.

### ***Vancouver Radio:***

- **Courage to Come Back Awards:** NEWS 1130’s John Ackermann and Amanda Wawryk again hosted the Courage to Come Back Awards, which recognized those who have recovered from tremendous physical, mental and addiction challenges.
- **An Evening in Damascus:** News Director Charmaine de Silva and Reporter Ash Kelly represented NEWS 1130 at “An Evening in Damascus,” which raises money for and awareness about the plight of LGBTQ refugees who come to Canada.
- **SN 650 The Fan supported the following events in 2019 by providing on-air hosts and promotional support:**
  - Sports Celebrities Festival – BC Special Olympics emceed by James Cybulski. An event to raise funds and awareness for Special Olympic Athletes.
  - Building Bridges Community Golf Day – emceed by Randip Janda. An event to raise awareness of the South Asian community in the Fraser Valley.
  - Canuck Autism Network Can-Pro Am – emceed by Scott Rintoul, Perry Solkowski and James Cybulski.
  - Surrey Vaisakhi Day – emceed by Randip Janda. Celebration of Punjabi New year.

### ***Grand Prairie Radio:***

- **Pride:** ROCK 97.7 was the main sponsor for the Grande Prairie Pride Festival.

- **PARDS:** ROCK 97.7 promoted this fundraiser for Peace Area Riding for the Disabled (PARDS) through on-air mentions, and participated in the fundraiser.
- **SPECTRUM Celebration:** Justine Kelsie is part of Rogers' SPECTRUM project, an advisory group for LGBTQ2S+ initiatives within Rogers as a whole. 97.7 ROCK had an in-house lunch that all Rogers locations across the city were invited to, to celebrate Pride, organized by the SPECTRUM project.

***North Bay Radio:***

- **PRIDE Walk:** KiSS 100.5, 101.9 ROCK and COUNTRY 600 provided media coverage of the North Bay PRIDE Walk and flag raising at city hall.

***Lethbridge Radio:***

- **Lethbridge 2019 Pride Dance:** 107.7 The River and Rock 106 sponsored the annual Lethbridge Pride Dance, which included on-air and online promotional support.

***Fort McMurray Radio:***

- **Fort McKay Treaty Days:** held at the Fort McKay First Nation, Treaty Days is open to the entire community. This year, the musical guests included Country 93.3 artist Tebey. In addition to promotional support, Country 93.3 held a contest called "Half Day with Tebey" where the station "broke" someone out of work, and brought them to the concert in Fort McKay.



### ***Edmonton Radio:***

- **Vaisakhi Mela Parade:** 101.7 World FM promoted the annual Nagar Kirtan Sikh celebration with event listings, on-air promotion, team participation and social media mentions.
- **Edmonton Heritage Festival:** Celebrating the best of Canada's multiculturalism with over 70 pavilions representing more than 100 cultures with food, unique entertainment and shopping. 101.7 World FM was on site for 3 days over the August long weekend at Hawrelak Park, Edmonton. KiSS and SONic Supported with on-air promotional announcements and live announcer banter.

### ***Winnipeg Radio:***

- **Winnipeg Pride Festival:** 92.1 CITI & KiSS 102.3 provided on-air and on-line support and coverage, participated in the Pride Parade and hosted the main stage.
- **Mercer Learning Disabilities Golf Classic:** 92.1 CITI & KiSS 102.3 were the exclusive radio partners in support of Learning Disabilities Association of Manitoba which included on-air and social media support.

### ***Halifax Radio:***

- **Halifax Pride:** JACK 92.9 promoted events during the festival using the station's on-air community calendar, social media coverage and an online video as well as live cut ins. News 95.7 had a large presence in the Halifax Pride Parade, sponsoring a float and having members of the News 95.7 team marching in the event.
- **Live More Awards:** JACK 92.9 was the sponsor of this awards show to support The Northwood Foundation's Walk for Mental Health.

## **Audience and Community Feedback in relation to Diversity**

Our television and radio stations provide multiple touch points for listener and viewer feedback on all aspects of our programming, including diversity issues:

- Viewers and listeners are provided with various opportunities (e.g. toll-free talkback phone lines, email links from station websites, etc.) to comment on our programming;
- Our OMNI stations have more formalized consultative procedures to solicit feedback from our audiences. For example, the CLOs conduct regular meetings with different ethnocultural groups to get feedback from the community concerning our ethnic programming in addition to the OMNI Advisory Council meetings; and

- Employees whose functions include Audience Relations or Community Relations are often responsible for reviewing specific comments about the programming on any of our stations. They often consult with station managers or other counsel (i.e. Legal or Regulatory), depending on the issues involved. Specific CRTC or Canadian Broadcast Standards Council complaints are handled by the Regulatory department.

On a broader, more consultative basis, station managers and senior programming staff are also involved with more general programming concerns or complaints. The feedback received is used to update our programming in areas of concern or deficiency. However, it is also used to develop diversity initiatives to further examine and communicate issues that reflect Canada's multicultural reality.

At the local level a number of our stations obtain feedback through online viewer participation that is open to all members of the public. Through this forum, viewers can express their opinions and comments which are reviewed by station management and staff. We launched this initiative to encourage viewers of *Breakfast Television* to engage with our stations.

## Objectives for 2020

In the Rogers Media 2019 Diversity Report, we have outlined many of our accomplishments for this year with respect to diversity in our television and radio operations including employment practices, programming, and community outreach initiatives. Rogers Media recognizes the importance of diversity on-air as well as within our corporate culture.

On May 23rd, 2019 the CRTC approved our 9(1)(h) application for OMNI Regional to operate a national, multilingual multi-ethnic discretionary service that will receive mandatory distribution on the digital basic service for a three year period beginning September 1, 2020 and ending August 31, 2023.

We look forward to implementing new commitments to diversity on our OMNI Regional service in 2020. These commitments include expanded programming and significant investments in original, first-run Canadian programming reflecting Canada's diverse communities, including reinvesting 40% of prior year's revenues in news programs. The role of the Advisory Councils has been expanded to include an approval function on programming and independent production, and OMNI will be investing \$60,000 on scholarships over the term of the license on initiatives that support ethnic and third-language post-secondary students majoring in journalism.

We look forward to implementing OMNI's expanded commitments in 2020, and to further developing the diversity of our workplace and the content offered on our radio and television stations, building on the substantial programming and community

investments detailed in this report. We hope to create new and exciting content across multiple platforms that will serve a diversity of communities and interests.