



Rogers Sports & Media
2022 Diversity Report
January 31, 2023

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Introduction

Rogers Sports & Media is proud to submit our 2022 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*.

Three years after launching **ALL IN**, our all-encompassing and action-focused strategy, Rogers Sports & Media continues to be committed to inclusion and diversity. As a national Canadian media company, we are well positioned to foster change by promoting acceptance and awareness, educating Canadians, breaking down barriers and amplifying the voices of underrepresented communities, which we are doing using our multi-platform megaphone. **ALL IN** spans all aspects of our business, and we are pleased to provide details in this 2022 report on how our ongoing strategy is driving positive change.

Who We Are

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

ALL IN



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

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

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

All IN 2022

Pillar 1 - Business

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

Raven Reads

Raven Reads supports Indigenous authors and entrepreneurs and works to educate others about the devastating impact residential schools have had on Indigenous people in Canada.



*“Being selected for Rogers Sports & Media **All IN** partnership is an incredible opportunity for reconciliation in Canada and to showcase the incredible diversity of Indigenous artists, authors, and entrepreneurs across North America.”*

- Nicole McLaren, Founder/Chief Executive Officer, Raven Reads Books Ltd.

Révolutionnaire

Founded in 2021, the Révolutionnaire social network gives youth an entry point to changemaking with information, community, and tools, to make a difference. The platform is a destination for young people to learn, connect and take action on the causes they care about.

“Support through All IN will be transformative for Révolutionnaire and give our organization a true national megaphone to engage Canadian youth in an unprecedented way during a time of urgent societal need. We are especially excited to collaborate with Rogers Sports & Media and reach youth from coast-to-coast-to-coast

and empower them with information to take meaningful action in their communities on the issues they care about most.”

- Nia Faith Betty and Justice Faith Betty, Founders of Révolutionnaire

UnitedWeCurl

UnitedWeCurl is committed to educate and raise awareness about issues affecting curling, elevating voices for change and advocating for racialized communities in the sport.

“We are a diverse group of people actively working to “change the face of curling”. We are committed to educating and raising awareness about issues affecting racialized people in curling, elevating voices for change, and advocating for racialized communities in the sport. Although we are starting with curling, we hope that the impact we have will translate into making society as a whole better. This partnership with Rogers Sports & Media provides an incredible platform to share our message to achieve sustainable change.”

- Sabena Islam, Director, UnitedWeCurl

Women’s Para Hockey of Canada

Women's Para Hockey of Canada’s mission is to contribute to the health and well-being of girls and women+ with disabilities by developing, promoting, and providing opportunities to participate in the sport of para hockey from grassroots development to an elite level throughout Canada.

“Women’s Para Hockey of Canada is grateful and thrilled to have been selected as one of Rogers Sports & Media’s All IN partners. We know that sport and recreation opportunities for girls and women+ with disabilities have been disproportionately affected by the COVID-19 pandemic. Rogers Sports & Media’s support will have a major and lasting impact on improving accessible and inclusive sporting opportunities for girls and women+. We are so thankful for this chance to advance the sport and make a difference in communities across Canada.”

- Janice Coulter, President, Women’s Para Hockey of Canada

Rogers Sports & Media, in collaboration with the Rogers diversity groups, also ran the third annual **Holiday Harmony Project** to spotlight diverse Canadian businesses and connect them with consumers during the 2022 holiday season.



A curated list of businesses owned by women, persons with disabilities, and members of the Black, Indigenous, People of Colour and 2SLGBTQ+ communities can be seen [here](#).

Pillar 2 - Community

As mentioned above, Rogers Sports & Media committed to providing \$5 million over 5 years in free advertising and creative services to charities that support equity-seeking communities. In the third year of this national initiative, we partnered with:

Breakfast Club of Canada

Breakfast Club of Canada works to change negative perceptions around breakfast programs, transforming the narrative and using positive language to talk about food security and move the needle closer to its goal: breakfast for every child, every day.

“Since 1994, Breakfast Club of Canada has been working with partners from all sectors to help children coast-to-coast-to-coast, regardless of their background, access a healthy breakfast each morning. On behalf of the children, the Club is extremely grateful to have been selected for Rogers Sports & Media’s All IN initiative. This partnership will allow us to increase the awareness for the cause and will help move the needle closer to our goal: breakfast for every child, every day.”

-Tommy Kulczyk, President and CEO, Breakfast Club of Canada

Dollar A Day Foundation

The Dollar A Day Foundation has a simple mission: to raise funds to close the gap between the availability of frontline mental health and addictions programs and the growing demand. Many people suffering from mental health and addictions do not have the supports they need to get on the road to recovery. With proper supports, despair can be replaced by hope, dignity, and the opportunity to give back.



“The All IN partnership is a real gamechanger for Dollar A Day Foundation. We are fortunate to be gifted the opportunity to use Rogers Sports & Media’s media megaphone to grow our community nationally, so we may direct more funds to support underserved communities. The grassroots programs which Dollar A Day supports are working tirelessly on the frontlines of mental health and addictions care across Canada. The folks running these programs are true superheroes who are doing some of the hardest work we can imagine. It is an honour to partner with Rogers Sports & Media to ensure they are receiving the proper supports they need to continue the critical and impactful work they do every single day.”

- Alan Doyle, Co-Founder of Dollar A Day Foundation

Egale Canada

Egale Canada’s mission is to improve the lives of 2SLGBTQI people in Canada and to enhance the global response to 2SLGBTQI issues by informing public policy, inspiring cultural change, and promoting human rights and inclusion through research, education, awareness, and legal advocacy.

“We’re absolutely delighted to be partnering with Rogers Sports & Media and their All IN initiative. For over 35 years, Egale has worked to improve the lives of 2SLGBTQI people through research, education, awareness, and legal advocacy. Through this partnership with Rogers Sports & Media, we will be able to amplify our work and gather more voices across the country in support of societies and systems that reflect the universal truth that all persons are equal.”

- Helen Kennedy, Executive Director, Egale Canada

POV

POV is a charity that partners with talented, young BIPOC creatives to champion diversity and inclusion in the content production industries by increasing access to skills training, job placements, mentorship, and professional development opportunities.

“We are beyond thrilled and grateful for this opportunity through the All IN initiative. This support is absolutely critical to champion a new generation of diverse young creatives to flourish and add value in an industry they never had access to, nor believed they could be successful in. That is why we appreciate this gift, and why the young creatives POV works with are full of gratitude for this generosity.”

- Biju Pappachan Executive Director

Rogers Sports & Media has extensively promoted the **Business and Community pillars of ALL IN** across all our platforms. Since 2020, we have provided **2,600** hours of creative production to design customized campaigns for our partner organizations, which were aired across the company’s television, radio, and social platforms more than **2 million** times, generating **160,000,000** impressions for charities and small businesses that support equity-deserving communities. Additionally, Rogers Sports & Media profiled hundreds of businesses owned by women, 2SLGBTQ+, Indigenous, Black, people of colour, and persons with disabilities, and awarded 26 BIPOC scholarships and mentorships across Sportsnet, Cityline, and OMNI Television.

In addition to these national charitable partnerships, Rogers Sports & Media supports community organizations locally and regionally through all our services. In 2022, Rogers Sports & Media sponsored a number of events, including the ones highlighted below.

OMNI Television

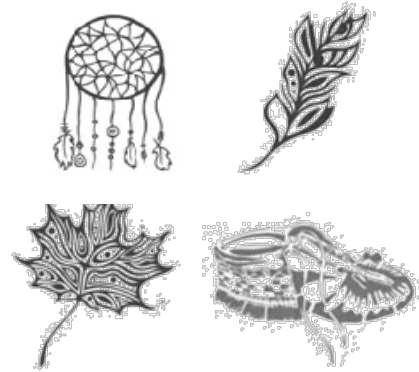
OMNI Television is proudly mandated to support Canada’s growing diversity and invests a great deal of time and resources building and nurturing relationships with grassroots ethnic organizations. Our OMNI TV stations actively pursue sponsorships and event opportunities that reflect OMNI TV’s diversity mandate (such as the Top 25 Canadian Immigrant Awards - 2022, the International Film Festival of South Asians 2022, the ACCE Chinese Canadian Awards Gala, the William Osler Holi Gala, the Toronto Smartphone Film Festival and Carnaval Del Sol). In addition, Community Liaison Officers (CLOs), representing each of the regions OMNI TV serves, play a key role in monitoring and fostering these diversity initiatives. Our CLOs are responsible for keeping track of all community events and community sponsorships, and support includes PSAs, on-air and online promotions, event coverage and providing emcees for community events.

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

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

A total of 11 interstitials have been produced since September 2020, three of which were produced in 2022:

- **The Mik’maq Hockey Story**
- **Grandfather’s Drum by Jared Big Canoe**
- **Preservation of Indigenous Language**



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

OMNI Regional



OMNI Regional Advisory Council Members, 2022

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

Citytv Stations

Citytv actively pursues sponsorships and event opportunities that reflect our diverse audiences across Canada. Community Calendars support hundreds of events every year and diverse and multicultural events are often showcased. Host appearances play a large part in our diversity sponsorships and integrating *Breakfast Television* and *Cityline* hosts in the events is a very important part of developing our relationships with pillars in the community. As an example, *Cityline*'s Tracy Moore hosted Disrupting Design, a virtual panel discussion on diversity in the design industry, alongside design experts Ian Rolston, Brian K Porter, and Natalie Ramtahal. Disrupting Design is a program that provides access to educational scholarships, internship opportunities and sponsorships for the Black, Indigenous, and racialized communities.

Radio

Our radio stations continued to connect with and support local organizations in 2022. The following are only a few examples of how our local radio stations got involved in diversity-focused events to benefit communities:

- KiSS 97.1 aired The Pepper and Dylan After show Podcast where they spoke with Teri-Lynn from Native Counselling Services of Alberta to help listeners understand some indigenous traditions and ways we can all help with reconciliation.
- Country 93.5 supported the Women's Art Festival featuring art from local women.
- JACK 102.3 supported the annual golf fundraiser for Hutton House, a charity that supports education and employment for people with disabilities.
- Country 107.3 was a media sponsor for Oxford Pride, celebrating Pride Month in Oxford County.

- 680 News was a media sponsor for the Association of Black Law Enforcers Gala. On-Air Meteorologist for 680 News and Citynews, Natasha Ramsahai, emceed the event.
- CityNews 1130 supported An Evening in Damascus – an evening which celebrates the successes of LGBTQ+ refugees.
- KiSS 91.2 and SONic 102.3 supported and provided on-air promotions for the Edmonton Heritage Festival, celebrating the best of Canada’s multiculturalism.
- KiSS 100.5 was a media sponsor of North Bay Pride 2022.
- KiSS 100.5 supported the Chas Batchawana First Nation’s Traditional Pow Wow with multiple on-air mentions, and posts on the KiSS 100.5 website and social media platforms.
- CHEZ 106 supported Black History Month by profiling artists both on-air and online.
- KiSS 99.3 heavily promoted all Pride 2022 events, led the parade with the KiSS truck, blasting some station-made pride mixes. Station employees also attended and promoted Timmins’ annual drag show that year, which included an interview with Trans Drag icon Farra N HYTE.
- 97.7 ROCK promoted the GP Friendship Centre Xmas Dinner. The GP Friendship Centre was created to meet the needs of Indigenous people migrating to or living in cities while bridging the cultural gap between the Indigenous and non-Indigenous communities.
- CITI-FM talent Shalinda Kirby and Howard Mandshein emceed the Assembly of Manitoba Chiefs Jingle Mingle 2022. It was held at the RBC Convention Centre. With over 1,300 people in attendance, this dinner and dance fundraiser brought people together in the spirit of the holiday season to support the indigenous community of Manitoba.
- Country 104.3 profiled influential women who helped shape the format for International Women’s Day. The station published highlights on their social media platforms and also featured a full hour of influential female country artists on the Way Back Lunch Show.
- Country 600 aired a 3-part series with local indigenous Elder George Couchie called The Gifts of Seven Grandfathers. The special examined the grandfather teachings and aired for three Saturdays in September. We also re-broadcast

the entire special on September 30th for the National Day for Truth and Reconciliation.

- 97.9 ROCK supported PRIDE YMM 2022 through on-air promotion and attendance at the event.
- CHYM 96.7 and Country 106.7 supported the 18th annual South Asian Cultural Festival Mela. The event featured Indian cuisine, music, dance and more.
- KiSS 91.7 Host Katie Stanners emceed the Capital Pride Edmonton *Charity Drag Brunch* before PrideFest at Churchill Square on June 25th. The station supported the event with on air promotions, ticket giveaways, website listings and social media support.

Pillar 3 - Content

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

Citytv produced a documentary called **SHKOZIN**, a 30-minute special aimed to break the silence of Indigenous and Afro-Canadian women. The documentary shares the authentic and honest experiences of 6 women of Indigenous and Afro-Canadian backgrounds who were resident for one month at the Weengushk Film Institute on Manitoulin Island. The women explored their common journeys of danger, loss, oppression, and joy, as they told their stories through imagery, voice and scenes.



*“This project means the world to me. In our film **SHKOZIN**, we women get a voice, and people are listening. It is so amazing.”- Helen Pyette , Age 28*

Level UP 2 Program



In partnership with Rogers Sports & Media, Shaftesbury and Pope Productions for Canadian Writers, this program was developed to create job shadowing opportunities for Black, Indigenous, Asian and People of Colour in the television industry. Out of 100 candidates, 4 were selected to join the writers and directors stream for Hudson & Rex. The winners were: **Ryan Atimovoo** (British Columbia), **Saleema Nawaz** (Quebec), **Latonia Hartery** (Newfoundland) and **Reza Dahya** (Ontario).

Breakfast Television

featured a full show dedicated to National Day for Truth and Reconciliation. The show consisted of a variety of educational segments including a Panel on Intergenerational Trauma, Indigenous dance performances, a discussion about throat singing, as well as guest speakers.



The Shopping Choice (TSC) profiled Catherine Addei, CEO and Founder of Kaela Kay, in honour of Black History Month. Her Ghana family roots inspired her to make bold pattern prints, her signature feature in her designs.

CityNews Montreal featured a story about Sacha-Wilky Merazil, a Black Montreal man, who claims he was wrongfully detained by police after they say he fit the description of a suspect they were looking for in a domestic violence case.



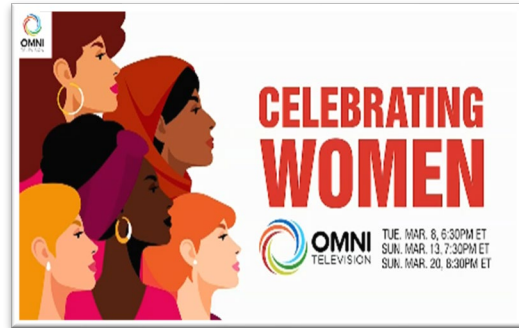
Cityline celebrated Diwali- the Festival of Lights, with a special episode honoring South Asian culture. The episode included fashion expert Rajbinder Grewal, food expert Deepa Prashad, and real estate expert Rizwan Malik.

CityNews produced a multi-platform, multi-day series on Indigenous-led efforts to bring clean water to Six Nations of the Grand River, near Hamilton, Ontario. One of the goals of the series was to centre the voices of community members and their own experiences.



OMNI's Focus Chinese team featured the 2022 Chinese New Year Special: The Year of the Tiger. All markets across the country had a chance to explore the beauty of the lion dance from the famous Toronto landmark, the Toronto Chinese Archway. The special program also showcased a variety of dishes, dance performances and DIY craft projects.

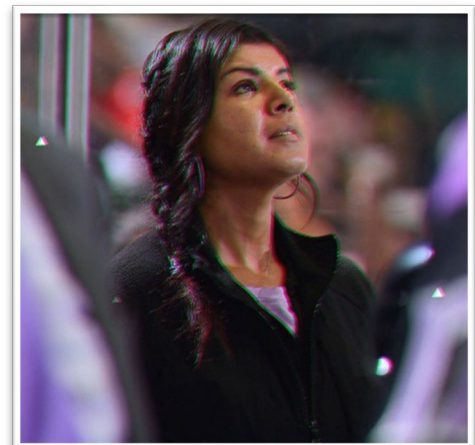
OMNI hosted a special Hindi-language show to celebrate International Women’s Day. The show included unique and inspiring stories of Canadian South Asian women who empower, uplift, and bolster the community.



Sportsnet celebrated International Women’s Day with a week-long celebration featuring trailblazing women in the world of sports. The week consisted of daily vignettes airing across all channels, all following the IWD2022 theme of **#BreakTheBias**.

Sportsnet also aired live events such as a feature on members of the Canadian Women’s Senior National Basketball team discussing what a WNBA franchise would mean to the continued growth of basketball in Canada.

In honour of Asian Heritage Month, **Sportsnet** broadcast video essays to celebrate the recent success of Asian athletes. One of the essays featured Aisha Visram, the first woman in Los Angeles Kings' history to work behind the bench. Visram is the second woman ever to work behind the bench in the NHL following Jodi van Rees with the Montreal Canadiens 20 years before her in 2002. Donovan Bennett from Sportsnet hosted a candid interview with Aisha where she discussed the importance of representation, what the moment she made history was like and why there is still a lot of work left to be done when it comes to inclusion and diversity.



Land Acknowledgements

- Since September 30, 2021, Land acknowledgements can now be heard on over 40 **Rogers music radio stations**, in 22 Canadian cities across Canada.

Every **CityNews** newscast now includes a Land Acknowledgement at the very beginning of the show, providing context to where the CityNews station is situated.

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

Radio

In September 2022, in recognition of National Indigenous History Month, all of Rogers Sports & Media radio stations once again joined together with more than 500 radio stations across the country in *A Day to Listen*. Stories from Indigenous leaders, residential school survivors, elders, musicians, and teachers were shared throughout Canada on that day. This collaboration in partnership with the Gord Downie & Chanie Wenjack Fund aimed to amplify, elevate, listen to, and learn from Indigenous voices.

On March 8, 2022, all 6 JACK stations across Rogers Sports & Media (Victoria, Vancouver, Calgary, Medicine Hat, London and Halifax) switched to JILL for 24 hours in honor of

International Women's Day. The day consisted of playing songs by incredible female artists and the station was reimaged with female voice talent. The station brought back the JILLith Fair, featuring live tracks from a number of female artists, and throughout the day, audiences heard on-air testimonials from the wonderful women of Rogers on what International

Women's Day meant to them. The stations also included inspirational messages from women who own, operate, and run businesses in our communities.



Rogers Sports & Media radio stations held campaigns for Black History Month including event promotions, interviews, spotlight segments and features of Black artists.

Sportsnet

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

Sportsnet also used its digital properties to provide extensive additional coverage of important stories related to the Asian Heritage Month, Pride Month, National Day for Truth and Reconciliation, International Women's Day, and Black History Month. Below are links to each collection:

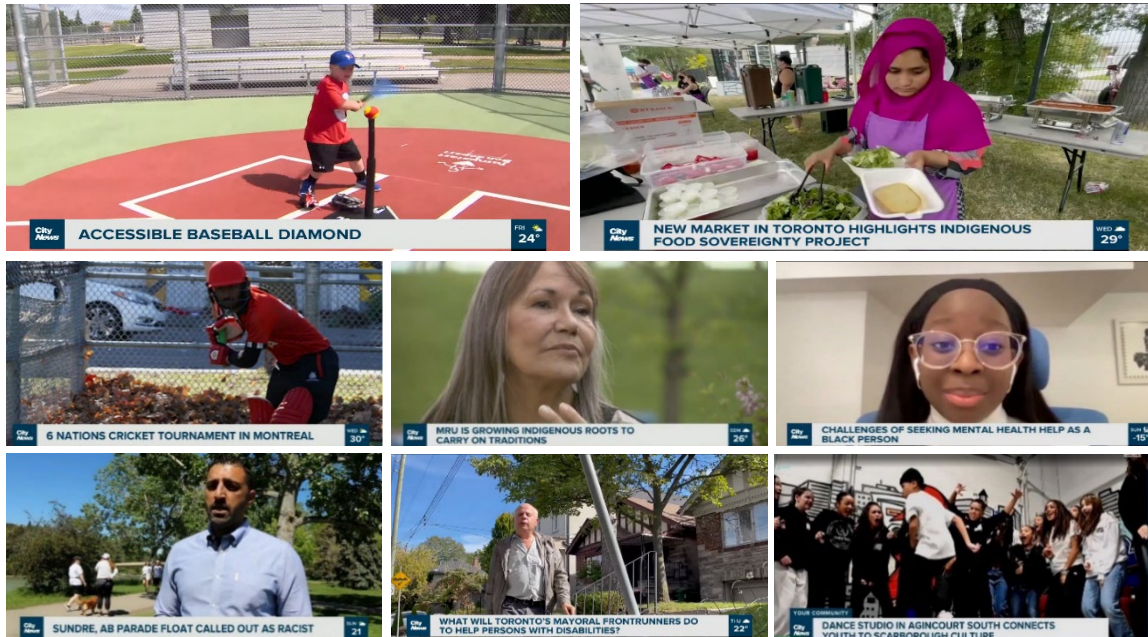
- [Asian Heritage Month](#)
- [Pride Month](#)
- [National Day for Truth and Reconciliation](#)
- [International Women's Day](#)
- [Black History Month](#)

Going Deep with Donovan Bennett: Award-winning journalist Donovan Bennett and producer Shoaib Alli go deep with the biggest names in sports on how the games we love intersect with health, music, fashion, race, religion, gender, politics, and everything in between from both a national and international perspective. Since the launch of his show in November 2022, Donovan Bennett has covered several diversity and inclusion-related stories, including exploring issues of gender inequality in sport, the use of indigenous names and logos and cultural marketing in the world of hockey.

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

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

News and Entertainment



CityNews and our news radio stations play a crucial role in bringing our audiences stories that reflect their diverse backgrounds and report on the issues that matter most to them. While putting together these important stories, our news teams ensure that diversity is reflected in all aspects of our news coverage, from our on-air hosts to the people we interview and the experts we consult. The goal is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of issues. To ensure this goal is achieved, CityNews organized extensive diversity training throughout the year for all Rogers Sports & Media on-air staff. Led by the Manager of Inclusive News Coverage, a total of 15 sessions were held with a total of 370 staff present. The staff were provided with a detailed Inclusive Coverage Guide which was created with the intention to acknowledge and confront systemic discrimination in every part of Rogers Sports & Media culture, and make a commitment to equity, inclusion, and diversity. The stations are also now required to submit audits of their newscasts to generate regular reviews of the amount of diversity present in our stories and expert voices.

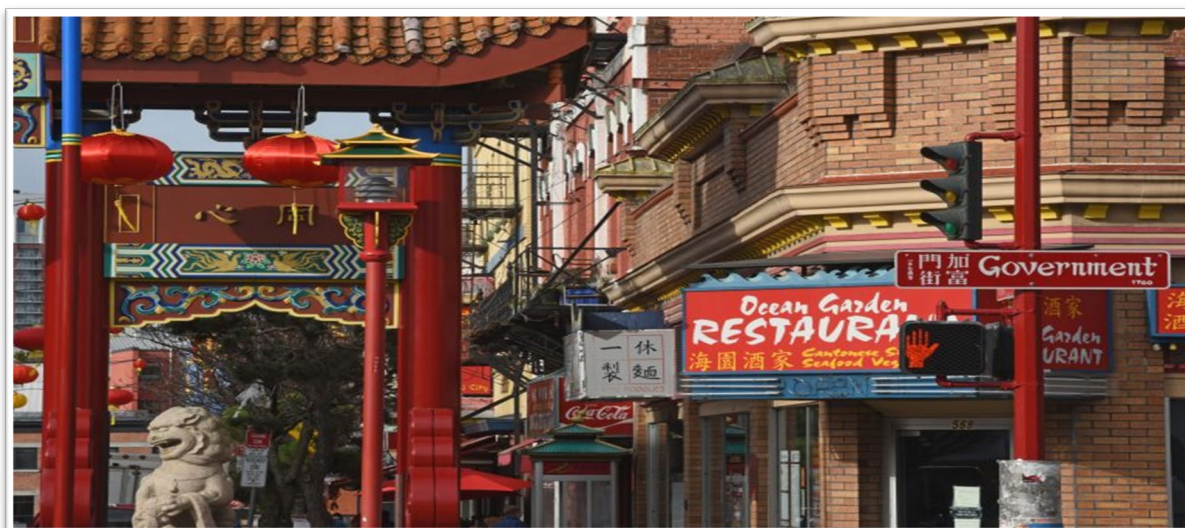
OMNI Television

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

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

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

One example of the three documentaries produced by OMNI in 2022 is:



Chinatown: A Story of Survival. This documentary explores the history of Chinatowns in Canada and what is being done to save them following a rise in anti-Asian racism linked to the COVID-19 pandemic.

In March of 2022, OMNI TV was approached by the Ukraine Embassy in Ottawa with an urgent request to broadcast a 2.5 hour fund-raising special, #SaveUkraine. This international telethon, which aired on March 27th, was produced in Poland with several live hits from a number of countries and was simulcast live in several countries, including on OMNI in Canada.

OMNI's recent partnership with All IN partner Blacbiblio led to the creation of a series of 1-minute videos profiling the lives and accomplishments of the following prominent Black-Canadians and events in Black history:

- John Ware
- Eldridge Eatman
- Africville

Pillar 4 - Mentorship and Sponsorship

Pillar 4 of the **All IN** plan is designed to give young people from equity-seeking communities (both from inside and outside of Rogers) the tools, support, and resources to successfully enter and advance in the sports and media industry. The following are scholarships that were awarded in 2022:

College of Sports Media Scholarships

Distributed to students studying radio broadcasting using Canadian Content Development funding from our radio division, four scholarships of \$2,500 were distributed in 2022. Criteria for recipients are based on overall scholastic achievement and representation from diverse backgrounds.

OMNI Scholarships

OMNI Regional launched the OMNI Regional Scholarship program in 2020. \$60,000 in scholarship funding will be distributed over three years to support post-secondary journalism students interested in pursuing a career in ethnic and third-language journalism. OMNI Regional's Advisory Councils awarded ten \$2,000 scholarships in 2022 to students across Canada.

Cityline Scholarship

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

The OMNI Television Awards

The BCIT Foundation awarded *The OMNI Television Award in Design Essentials* of \$1,727 to one student as well as *The OMNI Television Award in Broadcast Journalism* to another student in the amount of \$1,144.

Pillar 5 - Hiring and Career Advancement

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

Hiring Strategy

In 2022, Rogers Sports & Media continued to implement the best practices from our 2021 **ALL IN** hiring campaign to ensure that our hiring practices are more inclusive. As part of that campaign, we revamped the way we attract, recruit, and select talent. For example, job descriptions are constructed using gender-neutral language, and our recruitment teams amplify job postings to job boards such as HireBIPOC, LimeConnect, Indigenous link and others. The interview process was also updated to ensure that job interviews consist of a diverse hiring panel and that structured interview guides are used to reduce bias.

Sportsnet BIPOC Sports Media Onboarding



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

Sportsnet hosts an annual series of skill-building and networking workshops for a select group of 14-16 young BIPOC professionals and students from across Canada. The workshops consist of 60-90-minute weekly information sessions over 8-10 weeks, in which industry leaders and key internal talent provided specific lessons and insights into their careers and core areas of expertise. At the end of the workshops, participants are connected with key hiring managers to develop ongoing relationships and mentorship to assist in career placement.

As part of the program, mentees are also provided the opportunity to apply for paid summer internships in their mentorship year with the hopes of securing long-term employment in their chosen career path. In 2022, 15 students joined the mentorship program, two of which went on to hold part-time roles in Sportsnet radio.

Building Inclusion Across Rogers Communication Inc.

Rogers Communications' Inclusion & Diversity (I&D) remains a critical element of our HR Plan. In 2015, we laid a strong foundation with our first formal I&D Strategy and saw the impact of our efforts through increased engagement and improved representation. In 2020, with input from our team members, we updated the I&D Strategy to accelerate our progress.

The strategy is grounded in three pillars of people, customer, and community to embed diversity, equity, belonging and inclusion into the fabric of our organization - from how we recruit to how we engage with our customers. We partner with Business Units across Rogers and Employee-led Diversity Groups to help us drive impact across the organization. Under the three pillars, we have four pathways for action:

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

In support of our organization-wide strategy, our I&D council includes representation from each of our 10 business units. In this way, they can support the work of the equity deserving groups and drive focus to their business unit's own I&D plans. With the full weight of our team behind our plans, we see the value inclusion brings to our people, customers, and communities. This is how we will live up to our purpose as an organization and continue to make Rogers a great place to work.

Below you will find the 2022 highlights for each of our four pathways.

Note: Our definition of equity-deserving groups includes Black, Indigenous peoples, people of colour, persons with disabilities, 2SLGBTQ+, and women.

Pathway 1: Embed Inclusion into our Employee Experience

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

Key initiatives in 2022:

- Expanded the I&D Council to include cultural / faith-based groups, including the Jewish and Muslim communities.
- Updated the Personal Leave policy to support people with time off for cultural and religious observances.
- Continued to hold space for open conversation through 15+ Safe Talk & Listening sessions for corporate and frontline team members, on topics such as

racism, allyship, women's rights, mental health, living with disabilities, multiculturalism, and belonging in the workplace.

- Improved the employee experience for individuals who identify as Indigenous by reducing the time required to process the Certificate of Indian status card.
- Opened Ishkozi ("awake" in Anishinaabemowin or the Ojibway language) Park next to the Rogers headquarters in Toronto, in honour of National Day for Truth and Reconciliation. The park features a land acknowledgement and poem by Elder Duke Redbird, and four benches painted by Indigenous artists and our Rogers Diversity Groups to honour, celebrate, and support Indigenous culture.
- Created a new I&D award category as part of the Ted Rogers Awards program to recognize individuals and teams who help strengthen, support, and drive meaningful change around inclusion.
- Recognized as one of Canada's 2022 Best Diversity employees and included in both the 2022 Globe and Mail Report on Business Magazine's Women Lead Here list and 2022 Bloomberg's Gender-Equality index. Also publicly shared progress on Black Leadership representation as part of the Globe and Mail survey of companies who joined the BlackNorth initiative.

Pathway 2: Broaden the talent pipeline and increase leadership diversity

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

Key initiatives in 2022:

- Launched inclusive hiring training for all hiring managers to develop awareness of equity-deserving groups, mitigate bias, and offer a positive candidate experience.
- Celebrated two Rogers leaders who were named 2022 Catalyst Honours Champions for representing the highest level of inclusive leadership in corporate Canada. The award is given to four Canadian leaders annually, in recognition of their transformational contributions for women through workplace inclusion.
- Continued the 1:1 mentoring program with a focus on equity deserving groups.
- As a result of our continued focus on recruiting diverse talent we saw increases in the representation of people of colour (up 1% pt.), 2SLGBTQ+ (up 1% pt.), and Black (up 1% pt.) team members. We also saw increased representation in our VP+ population, with increases for VP+ people of colour (up 4.2% pts.), VP+ Black (up 0.6% pts.) and VP+ women (up 1.6% pts.) (data as of December 31, 2022).

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

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

Key initiatives in 2022:

- Rogers Sports & Media (RSM) delivered on year two of the ALL IN Campaign (a five-year, \$10M commitment) to support equity-deserving communities and businesses. RSM provided Breakfast Club of Canada, Dollar A Day Foundation, Egale Canada, POV, Raven Reads, Révolutionnaire, UnitedWeCurl, and Women's Para Hockey of Canada with creative services and free advertising to showcase their invaluable work.
- Awarded 350 Ted Rogers Scholarships to youth across Canada to support their post-secondary education. In 2022, 70% of all community scholarships awarded went to youth from equity-deserving communities.
- Launched an online application portal for the Ted Rogers Community Grants, inviting eligible registered charities and non-profits to apply directly for youth programs that support education, health sport, entrepreneurship, or digital literacy, with a focus on equity deserving or underserved communities. Over 70 grants were awarded to organizations supporting 50,000 Canadian youth in 2022.
- Released the Rogers Truth and Reconciliation Statement which shares our commitment in the ongoing collective journey towards reconciliation, need for action and greater collaboration with Indigenous communities. This includes bridging the digital divide and investing in networks to connect Indigenous communities, creating safe spaces for employees, and doubling recruitment and retention, and supporting the next generation of Indigenous youth.
- In support of Progress Aboriginal Relations (PAR) certification, we delivered on Indigenous Cultural Awareness training for the executive leadership team, adopted Indigenous relations and Indigenous commitment policies, and continued our expansion of legacy spaces nationally with a new space in Montreal. PAR is a certification program that confirms corporate performance in Indigenous relations, signalling to communities that they are good business partners, great places to work, and committed to prosperity in Indigenous communities.
- Continued to invest and construct new cell towers along British Columbia's Highway of Tears (Highway 16), which is a key part of our commitment in recognition of the survivors, victims, and families of murdered and missing Indigenous women and girls across Canada. We have partnered with a local Indigenous artist to carve the Two Sisters Totem Poles as part of the Highway of Tears Commemoration and Healing Totem Pole series.
- Celebrated Black History Month across RSM suite of sports, news and entertainment assets and platforms with curated, engaging, and informative live

content. From partnering with nine Black freelance content creators and offering up our Sportsnet channels for them to share the stories they most wanted to tell, to segments spotlighting Black youth who are making waves in their communities on Breakfast Television, and a five-part series on Cityline, Flip the Script, highlighting Black Canadians who are breaking barriers in different fields - RSM used its media megaphone to amplify the voices, stories, and history of the Black community.

- In honour of Black History Month, over 4,300 Branded Retail Sales Associate in our Rogers, Fido, and Chatr stores wore Black History Month shirts.

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

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

Key initiatives in 2022:

- Expanded service to several Indigenous communities nationally, including Mississaugas of the Credit, Akwesasne, Rama First Nation, Kahnawake, Six Nations, and Fort Folly First Nation.
- In accordance with the Accessible Canada Act, Rogers launched the [Accessibility Feedback](#) process to customers. The process provides consumers with the ability to provide feedback online, over the phone, and through the mail on accessibility barriers experienced within the Rogers brands.
- Added a dedicated accessibility resource within the Customer Experience Centre of Excellence to work with stakeholders across the business to develop and implement a company-wide accessibility strategy and multi-year roadmap.
- Continued to deliver on our promise of bridging the digital divide through our Connected for Success Program, offering low-cost high-speed internet to 75,000 Canadians, including individuals receiving income or disability support and young people living in community housing.
- The Retail team launched a pilot in 40 Retail stores across Canada to help support our customers in their preferred language, where Rogers team members wear a name tag that digitally displays any languages they speak. To date, we can speak to customers in over 100 languages and feedback from both our customers and team members has been incredibly positive.

Taking our next step in our I&D Journey

Moving into 2023, we remain focused on maintaining our momentum and delivering on year three of our [2025 I&D Strategy](#). As we move into the next leg of our journey, we remain committed to delivering meaningful impact and change for our people, and the customers and communities which we serve.

Looking ahead into next year, our top priorities center on:

1. Launching mandatory training on key areas of I&D, including Accessibility, Anti-Racism, and Indigenous Cultural Awareness
2. Continuing to build partnerships with and giving back to charities and businesses supporting equity-deserving communities
3. Supporting our diversity groups through targeted initiatives that address barriers and drive inclusion and belonging across the organization
4. Bridging the digital divide through service expansion in several Indigenous communities nationally
5. Continuing to improve our customer experience and leveraging our brands to promote accessibility, inclusion, and diversity.

Diversity Groups

The work of our internal Diversity Groups is an integral part of creating and maintaining an inclusive culture at Rogers. Teams of employees representing Women, People of Colour, Persons with Disabilities, Indigenous Peoples, and 2SLGBTQ+ and their allies, come together to organize educational events, skill-building opportunities, and community sponsorships to enable the attraction, development, and engagement of these unique groups. With the support of the I&D Team and the I&D Council, Diversity Groups have access to expertise and financial resources to drive initiatives aligned to our I&D strategy.



Inclusion & Diversity Council (I&D Council)

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

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

Indigenous People's Network



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

Notable initiatives undertaken in 2022 include the following:

- Recognized and celebrated National Indigenous History Month. This dedicated time allowed the community to come together and acknowledge the distinct heritage, language, and cultural practices of the Indigenous people. All month long, content was shared with our employees and via Rogers' social media channels to open the conversation and engage the Rogers community.
- Partnered with the Woodland Cultural Centre to host a virtual tour of the Mohawk Institute with 430 Rogers team members in attendance.
- IPN Co-Chair and community members hosted a Safe Talk session dedicated to Indigenous Mental Health.
- Continued to drive progress on the Land Acknowledgment Plaque project, with over 30 plaque installations across Rogers sites and stores nationally, most recently in the Rogers Sportsnet Studio.
- Supported Rogers Executive Leadership team on their own journey of learning and reconciliation, which included visits to residential schools and meetings with an Elder.

Spectrum LGBTQ2S+ Employee Resources Group



Spectrum Employee Resource Group is a dedicated space for anyone who identifies as lesbian, gay, bisexual, trans, queer, two-spirit + and Allies to connect, share and engage while raising awareness and delivering education on 2SLGBTQ+ activities.

Notable initiatives undertaken in 2022 include the following:

- Kicked off Pride with a high energy hybrid event that drove awareness of accomplishments to date and the importance of allyship in the work that still needs to be done.
- Hosted community partners from Casey House, The 519, Rainbow Railroad, and Sherbourne Health Centre for Pride Night at the Toronto Blue Jays game. The goal was to amplify the amazing work Rogers, Spectrum and all community members have done to support the 2SLGBTQ+ community.
- Led an external event with partner QueerTech that provided information on how to start a 2SLGBTQ+ ERG, build allyship, and increase engagement for employees in a virtual workplace.

Partnered with RISE to host a Safe Talk & Listening session for Women, Trans-Women & Allies as part of International Transgender Day of Visibility.

Mosaic



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

Notable events from 2022 include the following:

- Hosted a range of celebrations throughout July to celebrate Caribbean Carnival.
- Partnered with RISE, the Black Leadership Council, and the Indigenous People's Network to drive awareness of Black contributions to history during Black History Month.
- Partnered with Rogers mentors from across the Diversity groups, the Rogers Black Leadership Council, and the YMCA Black Achievers mentees, for a holiday celebration and toy drive initiated by the Black Achievers youth leadership group to give 100 toys to children in their communities.

Rogers Black Leadership Council



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

Notable initiatives undertaken in 2022 include the following:

- Continued hosting of its *Unapologetically Black* event series, which features a panel discussion, bringing together leaders from across Rogers, local communities and beyond to discuss a range of topics offering insight into the Black experience in the workplace and debunking common misconceptions, while educating attendees on systemic barriers.
- Kicked off Black History Month celebrations with a panel conversation discussing the significance of the history of Black Canadians, how to strengthen allyship, the importance of recognizing past and present contributions of Black Canadians

- Participated in the 2022 BFUTR Global Tech Summit, which Rogers was a leadership sponsor, with a BLC co-chair as a panellist and moderator.

Rogers Pan Asian Network



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

Notable initiatives undertaken in 2022 include the following:

- Kicked off the year with a celebration of their first anniversary and Lunar New Year.
- Recognized Asian Heritage Month with a theme of inclusion, highlighting five regions of Asia and providing team members with the opportunity to explore the culture, food, sites, and interests of people within the regions.
- Celebrated the second successful year of the Inspiration Circle, a mentoring program which matches participants from various regions and levels in the organization based on areas of interest and personality. Leaning into the theme of career growth, the team held a Building your Brand on LinkedIn workshop, sharing how and what needs to be done to achieve your social media footprint and the importance of building a personal brand.

RISE for Women



RISE for Women supports women at Rogers with a focus on networking and personal and professional development to foster leadership potential, with a mandate to increase the representation of women across all levels at Rogers.

Notable initiatives undertaken in 2022 include the following:

- Hosted a Safe Talk and Listening session to create open space to discuss women's rights in the wake of the review of Roe vs. Wade legislation in the US and the impact it will have in Canada.
- Held a series of informative and empowering events in celebration of International Women's Day, including a spotlight event with Colette Watson, President, Rogers Sports & Media, who sat down with Melanie Ng, Anchor/Reporter, Breakfast Television, for a fireside chat.
- Delivered a range of learning opportunities through the RISE Speaker Series, Rogers Women in Technology (RWiT) Coding Day, and several virtual speed networking sessions.
- Hosted a panel conversation on International Day of the Girl to highlight the challenges girls face while also promoting empowerment.

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

- “Building Courage and Conviction: Moving through change positively without losing yourself,” a session moderated by Ashlea Kay, Sr. Manager Organization Effectiveness.
- Hosted a panel discussion featuring leading women from outside of Rogers who each shared inspiring stories on their experiences leading in male-dominated industries, adjusting to change, overcoming adversity, and maintaining resilience.
- Launched the Speaker Series and National Network events in French and English that helped to develop mentorship and sponsorship opportunities.
- Highlighted the ways in which women at Rogers are contributing to our culture through the Rise & Shine spotlights.
- Submitted nominees for and received awards for Jennifer Chan at WCT and Nicole McCormick and Edith Cloutier at Catalyst.
- Delivered career affecting learning opportunities through the Speaker Series, RWiT Coding, Speed Networking and International Women’s Day.
- Gave back to the next generation of women leaders through the International Day of the Girl event.
- Expanded our definition and understanding of historical contributions of all women through the #HERStory campaigns.
- Had Safetalks on pronouns with Spectrum and the Iranian women’s crisis by RWOC.

Jewish Community Team



This group celebrates, respects, and honours the shared heritage of Rogers’ Jewish team members and will enable greater understanding of Jewish culture, traditions, and values among all Rogers team members.

Notable initiatives undertaken in 2022 include the following:

- Hosted a company-wide event as part of International Holocaust Remembrance Day, featuring guest speakers and Rogers team members who shared their experiences as survivors and family members of survivors of the Holocaust.
- Donated \$2000 to United Jewish Appeal of Canada Inc., in support of the Jewish community and work globally to combat antisemitism and discrimination.
- Partnered with the Rogers Corporate Real Estate and I&D team to improve the inclusivity of holiday décor at major sites by installing menorahs at Rogers' offices in Toronto and Montréal.

Rogers AccessAbility Network (RAAN)



RAAN empowers employees with visible and invisible disabilities to achieve professional and personal growth, advocating for the removal of barriers to accessibility for employees.

Notable initiatives undertaken in 2022 include the following:

- Recognized National Accessibility Awareness Week with a virtual event focused on discussing inclusive design and accessibility with a panel of leaders in the space.
- Through a variety of company-wide events, business unit presentations, and diversity articles, the RAAN team continued to provide opportunities for team members to reflect on their understanding and perceptions of those with visible and invisible disabilities and grow allyship.

Muslim Community Team



In 2022, Rogers again expanded the I&D Council to include the Muslim Community team. This group brings together the Muslim community within Rogers to celebrate, respect, and honour their shared heritage and to enable a greater understanding of Muslim culture, traditions, and values among Rogers team members.

Notable initiatives undertaken as part of their inaugural year:

- Focused on empowering and inspiring the Muslim community at Rogers, creating an environment where Muslim team members feel comfortable bringing their full selves to work, and advocating for representation, allyship, professional development, and social justice awareness.
- Launched their first event to celebrate the newly formed community by sharing Eid traditions through culture, food, and music.
- In partnership with RISE and RPAN, hosted a “Safe Talk” session with employees following political protests in Iran, which provided an opportunity for Muslim employees to share why the unrest and its impacts were so important to them.

Accessibility

Rogers Sports & Media ensures our content is accessible to people who are blind, partially sighted, deaf, deafened or hard of hearing via the provision of closed captioning and described video. Rogers Sports & Media participates in various industry and community working groups whose mandate is to increase both the quantity and quality of described video and closed captioning, including the

Described Video Working Group (Bell, Rogers, Corus) and the Live Sports Captioning BAF Steering Committee.

In accordance with the Accessible Canada Act, Rogers launched an accessibility feedback process in 2022 which will inform the creation and implementation of our first Accessibility Action Plan to be published June 1, 2023. The Rogers Accessibility Action Plan will detail what barriers have been identified for people with disabilities in all areas of Rogers' operations and what steps will be taken to remove those barriers.

Accessibility information for Rogers customers, including accessibility feedback, can be found [here](#).

Recognized and Awarded



Rogers was recognized as one of *Canada's Best Diversity Employers 2022*, marking the ninth year Rogers received this designation based on our inclusive programs for women, visible minorities, persons with disabilities, Indigenous Peoples, and members of the LGBTQ2S+ communities. The editors of the competition highlighted the following initiatives by Rogers:

- *Rogers' inclusion and diversity council monitors progress to achieving its goals through quarterly updates (metrics include representation, promotion, retention, and engagement), and maintains representation goals and action*

plans for each of its business and functional units (with dedicated inclusion and diversity dashboards).

- *Rogers recently established a Black Leadership Council which aims to advocate for anti-Black racism, keep the organization accountable, and influence programs and initiatives supporting Black employees -- additionally, the company introduced resources on anti-Black racism and allyship in the past year, including a toolkit for leaders on how to talk about race at work, and an employee guide on what it means to be anti-racist.*
- *Rogers launched a Guide to Inclusive Customer Interactions series to help front-line teams introduce inclusive principles when interacting with customers (series starts with a focus on gender identity and expression).*

Also in 2022,



Sharon Hinds from Rogers Sports & Media received the Big Brothers Big Sisters of Toronto 2022 Corporate Champion of the Year award for all her efforts in ALL IN. Sharon accepted the award at the Big Night Out Gala which took place at The Liberty Grand.

City News 680 was also recognized with an Edward R. Murrow Regional Award winner for a hard news piece written about the murdered Muslim family in London

Looking Forward to 2023

Three years into the all-encompassing **ALL IN** strategy, Rogers Sports & Media has continued to make major strides in building on our five-year I&D commitments. The numerous examples provided in this report demonstrate how Rogers Sports & Media and Rogers Communications have delivered on all fronts, whether it be by sponsoring businesses, partnering with community organizations, airing meaningful and timely content, offering mentoring opportunities and scholarships, or revamping its hiring practices. Rogers is extremely proud of what has been achieved to date and looks forward to sharing in its next diversity report how it has continued to improve on its performance in 2023.