



Rogers Sports & Media
2023 Cultural Diversity Report
January 31, 2024



*Diversity, Equity, Inclusion & **Belonging.***

Table of Contents

Introduction 2

All IN 4

All IN 2023 5

Pillar 1 - Business 5

Pillar 2 - Community 6

OMNI Television 8

Citytv Stations 9

Radio 9

Canadian Content Development (CCD) Support 11

Radio 17

Sportsnet 18

CityNews 21

City Saskatchewan Educational Channel 22

OMNI Television 23

Pillar 4 - Mentorship and Sponsorship 27

Pillar 5 - Hiring and Career Advancement 28

Building Inclusion Across Rogers Communication Inc. 29

Pathway 1: Embed Inclusion into our Employee Experience 30

Pathway 2: Broaden the talent pipeline and increase leadership diversity. 31

Pathway 3: Partner with communities to foster inclusion and address inequalities 31

Pathway 4: Create a customer experience that is reflective of, and supports the diverse needs of all Canadians 32

Taking our next step in our DEIB Journey 32

Diversity Groups 33

Diversity, Equity, Inclusion and Belonging Council (DEIB Council) 33

Indigenous People’s Network 33

Spectrum 34

Mosaic 35

Rogers Pan Asian Network 36

RISE for Women (incl. Rogers Women of Colour and Rogers Women in Technology) 37

Rogers Jewish Community (RJC) 38

Rogers AccessAbility Network (RAAN) 38

Rogers Muslim Community (RMC) 39

Accessibility 40

Recognized and Awarded 40

Looking Forward to 2024 43

Introduction

Rogers Sports & Media is proud to submit our 2023 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*.

In 2023, Rogers Sports & Media's parent company, Rogers Communications Inc. (Rogers), merged with Shaw Communications Inc. following Broadcasting Decision CRTC 2022-76, *Shaw Communications Inc. - Change of ownership and effective control* (Decision 2022-76). In Appendix 2 to Decision 2022-76, the Commission directed Rogers to file an application to amend the conditions of licence for our Citytv stations in relation to its reporting on the various commitments listed below within its diversity report:

- Indigenous news content team;
- Western Canada journalists to be added to Parliament Hill team in Ottawa;
- Growing investment in the Western news markets; and
- Mentorship opportunities for Indigenous content creators.

This reporting is to detail exactly how these initiatives are funded through incremental expenditures, will positively contribute to the Canadian broadcasting industry and will meet the public interest.

As Rogers explained in Application No. 2021-0228-4 (*Follow-up to Broadcasting Decision CRTC 2022-76 - Conditions of Approval and Directions*, Application 5), the commitment concerning the mentorship program for Indigenous content was for Rogers' community channels - Rogers Television (RTV) (including former Shaw Spotlight channels) - rather than Citytv. Accordingly, our application requested the following amendment to the COLs for Rogers' Citytv stations:

The licensee shall include in the annual diversity report it files with the Commission details specifying how the following three initiatives contribute incrementally to the Canadian broadcasting system and serve the public interest:

- *Indigenous news content team;*
- *Western Canada journalists to be added to Parliament Hill team in Ottawa; and*
- *growing investment in the Western news markets.*

As the merger with Shaw was completed in 2023, Rogers Sports & Media will file its first report with the Commission detailing the above initiatives in its 2024 Cultural Diversity Report. However, work did begin in 2023 to prepare for fulfilling these commitments: Rogers Sports & Media started posting openings for the Indigenous news content team and began the back-end operational work required to expand digital news coverage in the Western news market.

Four 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. **ALL IN** spans all aspects of our business, and we are pleased to provide details in this 2023 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;
- 53 radio stations across Canada; and
- The Toronto Blue Jays franchise and stadium (Rogers Centre)

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, 2SLGBTQ+, 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 2023

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, 2SLGBTQ+, PWD, or women. In our fourth year, we partnered with:

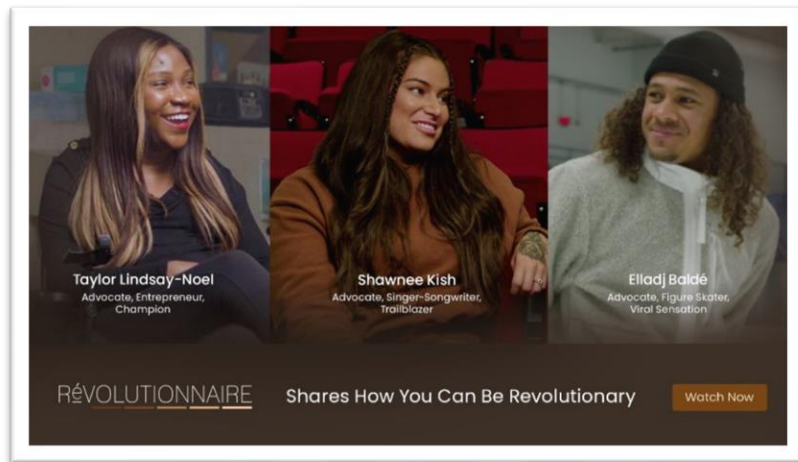
Révolutionnaire

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.

BE REVOLUTIONARY was a new web series highlighting Canadian icons and the community organizations they were proud to support and call on Canadians to reflect on the difference we can all make, big or small.

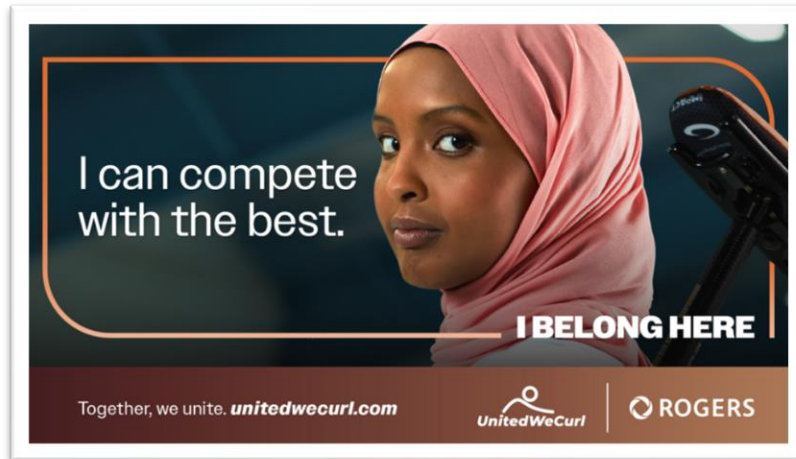
Hosted by Justice Faith Betty and Nia Faith Betty, Co-Founders of Revolutionnaire, each

episode served as an opportunity for the featured icon to share why the cause matters to them, spotlight an organization focused on this work and encourage others to support. Interviews were set in the featured organizations' places of work to see the icon in action alongside the organization's leadership and community. All episodes concluded with the featured guest issuing a call to action and explaining how others can get involved and be revolutionary.



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.



“I Belong”

The campaign emphasized the significance of diversity and fostered a sense of belonging for all individuals within and beyond the curling community. The campaign focused on honoring current diversity, raising awareness, and driving change through the

journey of **“Transforming the World Through Curling”**.

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.

“Fuelling the Future With a Nutritious Breakfast”

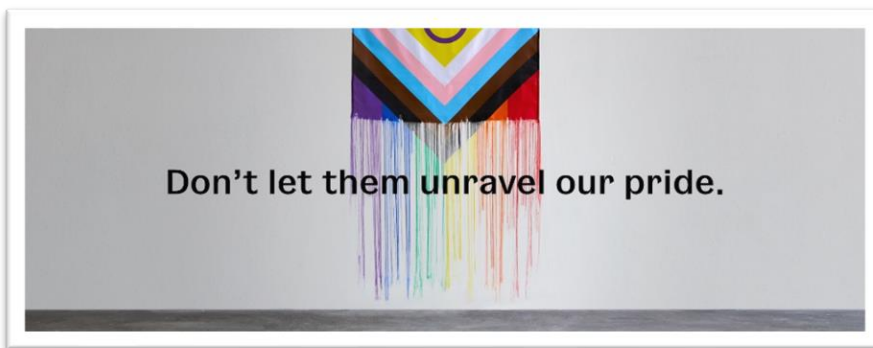


The campaign highlighted the importance of nourishing the potential of tomorrow's adults, and aired nationally across Rogers Sports & Media's assets. According to Breakfast Club of Canada, 1 in 3 children is still at risk of going to school hungry. The Breakfast Club of Canada has been working with partners nationally and across all sectors since 1994 to help children have access to a nutritious breakfast and reach their full potential.

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.

Pride Unravelled featured a visceral symbol of the rise in hate towards 2SLGBTQI



people showing the Progress Pride Flag coming unravelled with each incident of hate in Canada. Through this symbolism and by amplifying community voices in a powerful PSA,

Pride Unravelled encouraged everyone to march at their local Pride in 2023 or take other actions to stand in solidarity with our 2SLGBTQI communities.

Rogers Sports & Media has extensively promoted the **Business and Community pillars of ALL IN** across all our platforms. In 2023, we provided **1,693** hours of creative production to design customized campaigns for our partner organizations, which were aired across the company's television, radio, and social platforms. Additionally, Rogers Sports & Media profiled hundreds of businesses owned by women, 2SLGBTQ+, Indigenous, Black, people of colour, and persons with disabilities, and awarded multiple 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 2023, 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. A few examples of events OMNI has supported are: the International Film Festival of South Asia 2023, Bollywood Monster Mashups, the ACCE Chinese Canadian Awards Gala, the TOP 25 Canadian Immigrant Awards- 2023, The Greek International Film Festival, the 33rd Annual Dragon Ball, the Jewish Book Festival, the Special Olympics Polar Plunge, the 2023 Bridge to S.U.C.C.E.S.S. Gala, Carnaval Del Sol and the William Osler Holi Gala. 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.

In Fall of 2023, OMNI commissioned a poll through Leger seeking input from immigrants, both recent and settled, on whether the “Canadian Dream” they had hoped for, lived up to their expectations. This information was turned into mini-series created for our third-language newscasts, as well as 3 specials in Cantonese, Mandarin and Punjabi.



Focus Cantonese mini-series clip regarding affordability in Canada.

OMNI Regional

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



OMNI Pacific Advisory Council Meeting, 2023

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, *CityNews* and *Breakfast Television* meteorologist Natasha Ramsahai emceed the Viola Desmond Awards on March 20, 2023. The awards celebrate the achievements of Black women at Toronto Metropolitan University who are positive role models and who advocate for members of the Black/African Canadian community. Natasha also hosted the Women Empowerment Awards presented by Rogers on September 23, 2023.

Natasha Ramsahai shares her journey to becoming Canada's first person of colour to be a Chief Meteorologist on **Breakfast Television.**

"It is a huge responsibility having this position looking like me, because I know that so many racialized youth are looking at me....wondering who I am, where I came from, how I got here. I want them to know that my story is like theirs."



Radio

Our radio stations continued to connect with and support local organizations in 2023. The following are only a few examples of how our local radio stations got involved in diversity-focused events to benefit communities:

- JACK 102.3 was a media sponsor and promoted International Women's Day with social media support and on-air discussions about

the importance of Women in the world. The station rebranded JACK 102.3 to JILL 102.3 for International Women's Day.

- Easy 101.3 was a media partner for the Pride London Festival – an 11 day celebration of LGBT2QSiA Communities, including on air host awareness content, on air promotion, and social media support.
- JACK 102.3 was the media sponsor for Community in Motion, a fundraiser for London's Community Living, to support people living with disabilities.
- CHYM 96.7 and Country 106.7 promoted the 19th annual South Asian Cultural Festival in September featuring Indian cuisine, music, dance and more.
- 100.5 CHUR, 101.9 Rock and Country 600 all supported North Bay Pride through ongoing coverage of the parade, the Trans March and other PRIDE events.
- KiSS 99.3 and 92.1 Rock was a media sponsor and supported a special tree lighting ceremony in honour of missing and murdered Indigenous women, girls and 2SLGBTQ+ people.
- CHYM 96.7 and Country 106.7 promoted and supported the Coalition of Muslim Women KW.
- KiSS 92.5 host Shem Parkinson travelled to North Bay and spoke to students at St. Joseph Scollard Hall Secondary School about racism in the educational system and in society as a whole.
- 97.7 Rock host Ryan Gilliland volunteered his time with Odyssey House Women's Shelter for a 2nd year in a row in support of their biggest annual fundraiser GrandeCon.
- Country 93.5 and Rock 105.7 promoted the Waawaateg Northern Lights & Indigenous Storytelling Display which took place in Confederation Park in Kingston. The display featured an interactive light installation and five unique art installations created by Indigenous People.
- 92.1 CITI was a media sponsor and assisted with various fundraising calls and general awareness for the Bear Clan Patrol in Winnipeg. Bear Clan Patrol assumes the traditional responsibility to provide security to our Aboriginal community by organizing the community to keep the peace and to assist other community members.

- KiSS 102.3 promoted Black History Month by airing artist spotlights and content on-air and online for the month of February.
- CHEZ 106 and KiSS 105.3 hosted the Bigs and Bar Golf Classic for Autism; a charity golf tournament to raise awareness and funds for local autism charities in the Ottawa area.
- Jack 96.9 and SONiC 104.9 supported the Canucks Autism Network fundraising luncheon. To *provide programs for individuals on the autism spectrum and their families, while promoting acceptance and inclusion through community engagement and training initiatives across BC and beyond.*
- KiSS 105.3 was a major supporter of Capital Pride, messaging activities and events leading up to Capital Pride, and reporting throughout the week on what's going on.
- Jack 102.1 supported the downtown Medicine Hat YMCA in making their branch more accessible. The station also supported the new program called workABILITIES to help people with disabilities find work.
- CHEZ 106.1 host Amy Volume is a vocal supporter and advocate for The Ottawa Hospital Foundation given her history of disability, and relationship with them, following her diagnosis with juvenile rheumatoid arthritis at a young age.
- Jack 96.9 and SONiC 104.9 supported Coast Mental Health to provide essential housing, support, and employment services for people with mental illness so they can find their meaningful place in our community.

Canadian Content Development (CCD) Support

Rogers Sports & Media's CCD support in 2023 continued to support emerging artists across Canada in meaningful ways, providing direct financial contributions to local artists for performances to local audiences. In addition to recurring events that RSM has supported year-over-year, providing financial stability to community organizations and events that consistently promote and showcase local artists, RSM's CCD support this broadcast year also extended to new initiatives with a focus on emerging artists from equity-seeking groups.

For example, Rogers CCD contributions supported The Vanguard, an annual fashion, art and musical event in support of the Rainbow Railroad, a global non-profit

organization dedicated to assisting 2SLGBTQ+ individuals who face persecution to find safety through emergency relocation and other forms of aid. We also continued our support of Honey Jam, an annual concert featuring women from underrepresented groups, and the Tribe Network's podcast series Africville.

Pillar 3 - Content

Rogers Sports & Media recognizes its role and responsibility in advancing the conversation of racial and systemic injustice. Listed below are highlights of how Rogers Sports & Media used its compelling sports and media assets to amplify voices that have not always been heard with equal measure:



OMNI Television Proudly aired the original series: *Our Big Punjabi Family*.



Cityline produced a special episode called *All About Hair* which featured Joy Blenman talking about living with Alopecia, Allison Hill talking about extensions to match your texture and Ladies Love Units stylists talking about picking the perfect wig.

OMNI Television aired a special celebrating the *Chinese New Year: Year of the Rabbit*. The program was the first back in live studio following the pandemic.



Sportsnet's Donovan Bennett covered the Toronto Blue Jays Pride Weekend, baseball's history in civil rights, the importance of representation, and why celebrations in 2023 hit a little different.

Sportsnet shared A roundtable discussion between Caroline Cameron and former Team Canada teammates, Jennifer Botterill & Jayna Hefford, around Motherhood and progressing the sport for the next generation of young women.

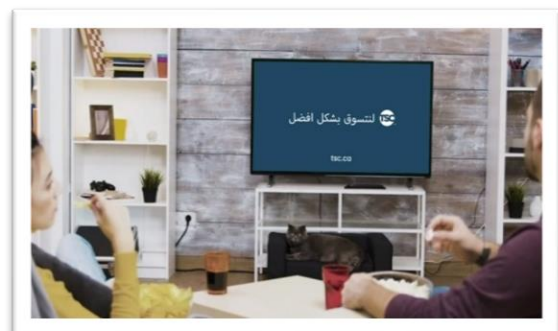


CityNews Montreal reporter, Fariha Naqvi-Mohamad aired episodic in-depth stories each week in a segment called Diverse City. The stories were about different ethnic or religious communities in Montreal, highlighting their holidays, customs, icons or political actions and events.



OMNI Television aired an Original Documentary Series by Adhel Arop called, *Sisters in Arms*. The 5- part series uncovered the previously hidden stories of a group of Canadian/Sudanese women who helped liberate South Sudan.

The Shopping Choice showcased our commitment to inclusivity and diversity by recording TSC commercials in multiple languages to reach all Canadian viewers.



CityNews Calgary aired multiple stories during black History Month. This story was about Violet King Henry, a pioneer, breaking down racial barriers for Black Canadians and Albertans. CityNews spoke with her daughter, Jo-Anne about her mother's remarkable journey.



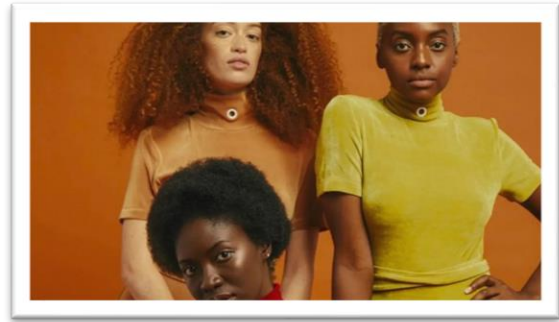
Breakfast Television host Sid Seixerio was joined by **Sportsnet 590 The Fan**, Donovan Bennett to discuss the stories that Sportsnet is telling to celebrate Pride.

OMNI Television aired an Eid special called *Eid Mubarak*. The special was produced and broadcast in Urdu.



CityNews Edmonton interviewed Manjit Nerval, founder of Sikh's For Humanity, after Prime Minister Justin Trudeau alleged a Indian government-involved killing on Canadian soil.

Breakfast Television joined by Joy Asibey-Gabriel, Fashion Stylist and Self-Image Expert to talk about black fashion along with two looks designed and celebrated with diverse voices and perspectives.



Sportsnet showcased Filipino artist from Toronto and a lifelong Blue Jays fan, Mark Balingit, and his creation of a collage of how his love for the Blue Jays started with his Grandfather, and how his family culture and being Canadian is linked through their love of the Blue Jays.

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 2023, 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.



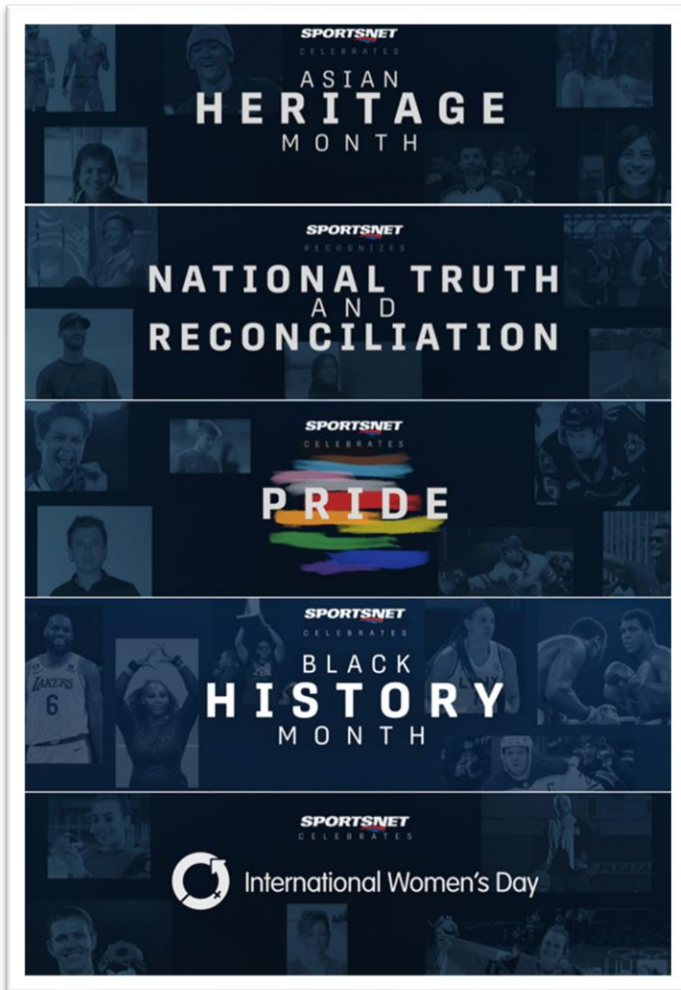
On March 8, 2023, all 6 JACK stations across Rogers Sports & Media (Victoria, Vancouver, Calgary, Medicine Hat, London and Halifax) switched to JILL for 24 hours in honor of **International Women's Day**. The day consisted of playing songs by incredible female artists and the station was reimaged with female voice talent.

Rogers Sports & Media radio stations held campaigns for **Black History Month** including event promotions, interviews, spotlight segments and features of Black artists. Our News brands helped amplify Sportsnet's Black History Month coverage.



Sportsnet

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



In 2023, Sportsnet 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 Truth & Reconciliation](#)

[International Women's Day](#)

[Black History Month](#)

In 2023, Sportsnet committed to the broadcast of the inaugural Professional Women's Hockey League (PWHL) game which was scheduled to air on New Year's Day. The game made history with 2.9 million Canadian viewers.



The Toronto Blue Jays held a ceremony for the National Day for Truth and Reconciliation, including a trilingual version of the national anthem sung by Sergeant Chantal Larocque from Anishinabek Police Service, as well as special first pitch thrown by Chief Jamie Wolfe- member of Muskowekwan First Nation. Chief Wolfe was accompanied by, Chief Lloyd Buffalo from Day Star

First Nation , Chief LeeAnn Kehler from Kawacatoose First Nation, and Chief Byron Bitternose from George Gordon First Nation

Going Deep with Donovan Bennett:

Award-winning journalist Donovan Bennett and producer Shoab Ali 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.





CityNews partnered with Sportsnet throughout 2023 to air stories that highlighted various diversity groups. A few examples include the following:

Natteal Battiste Profile: The story of boxer Natteal Battiste, an Afro-Indigenous, Acadia First Nation councilor and sexual assault survivor who discovered boxing as a tool for healing, not just from her own adversities, but those of the ancestors who make up her identity.

NAIG Feature : An examination of the importance North American Indigenous Games, a competition where 5000 Indigenous youth from across Turtle Island come together to unite, pass on culture, and demonstrate how sport can be used as a vehicle for reconciliation.

Multiple Sclerosis: Feature on TJ Brodie and his wife Amber's battle with multiple sclerosis and their collective decision to speak about it publicly to raise awareness and critical funds for MS Canada. This cause is very close to their hearts as Amber was diagnosed with multiple sclerosis (MS) in 2016.

Mallory Tolcher: Profile on Mallory Tolcher, who is a Canadian interdisciplinary artist whose work explores traditionally feminine materials and practices within the arena of sport, drawing inspiration from fashion and basketball culture. Tolcher, a former athlete, has used her art to reimagine her relationship with sports culture, a space that traditionally hasn't been inclusive for female youth.

Christine Sinclair: In a one-on-one interview, Christine Sinclair discusses her journey from the grassroots level to being the all-time leading goal scorer, the change in the state of women's sports in North America over the course of her career and why she wants her legacy to be tied to gender equity.

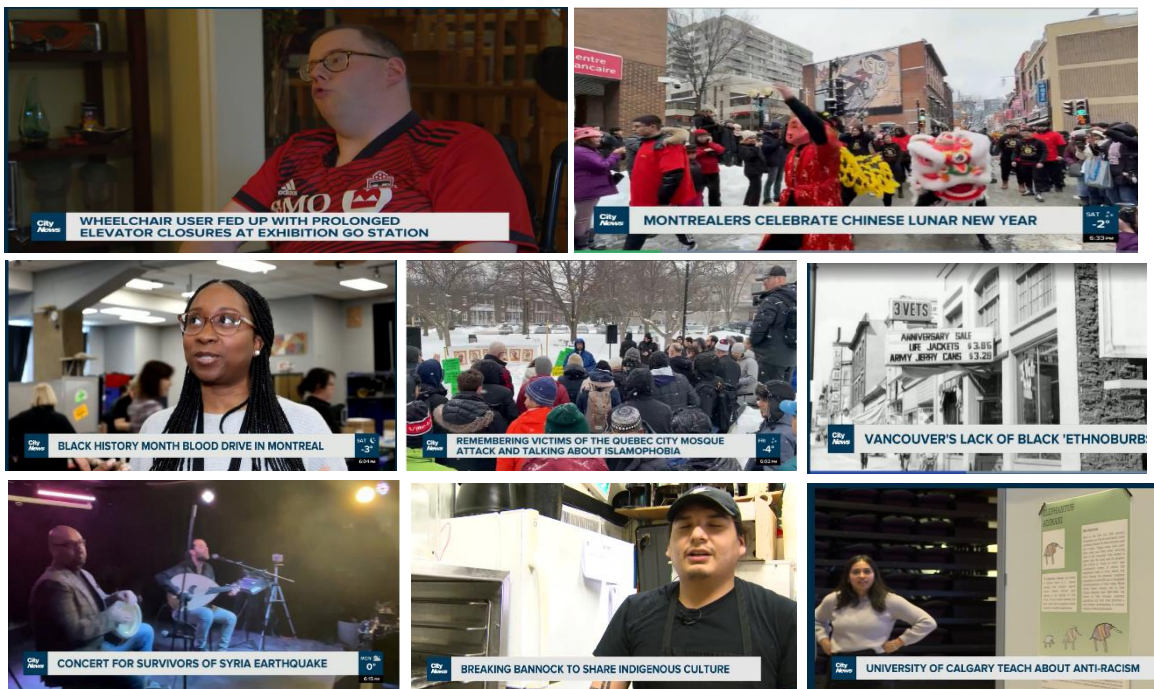
Going Deep - Masai Ujiri : One-on-one interview with Toronto Raptors President Masai Ujiri where he details the evolution of his Giants of Africa charity, the rise of African born players in the NBA and the cultural changes since George Floyd's death.

The Game of Fortitude: Duane Notice walks us through his journey battling the mental health struggles of a professional black athlete, and why the conversation no longer needs to be taboo.

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.

CityNews



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.

As indicated in the Introduction to this report, work began in 2023 to recruit Indigenous journalists in preparation for the commitments that arose from Decision 2022-76. The 2024 Cultural Diversity Report for Rogers Sports & Media will detail the progress and achievements made in relation to those commitments and demonstrate how they contribute incrementally to the Canadian broadcasting system and serve the public interest.

CityNews employees were required to take part in an extensive diversity training for all Rogers Sports & Media on-air staff. This training took place over 15 sessions throughout 2022 to ensure attendance of all staff. In 2023, in accordance with the training, the stations were required to submit audits of their newscasts to generate regular reviews of the amount of diversity present in our stories and expert voices. These audits are now a standard requirement for all stations.

City Saskatchewan Educational Channel

City Saskatchewan ensures diversity and inclusion are part of its educational programming. Some notable diversity-related programming initiatives are:

Children's and Preschool Content:

Why Am I? (4 seasons completed and new season in production) an animated series that teaches diversity through learning about different animals and their characteristics. Series is made with an Indigenous female co-producer and performer.

Honouring the Buffalo: Through animated illustrations, a grandfather tells his grandson how the buffalo came to help their people survive in the past. Introduces children to the history and culture of North American Plains Cree Peoples

Stories of the North: Through a mix of live action and animation, a Mooshum teaches his granddaughters Cree words through traditional stories in this preschool series.

Documentary Content:

Flat Out Food: Hosted by author and journalist Jenn Sharp, this series teaches viewers about unique Saskatchewan ingredients while exploring their journey from the field to the plate.

Guardians of the North: series that follows wildland firefighters in Saskatchewan's Indigenous and northern communities. The team sees themselves as Guardians, not just of human life, personal property, and natural resources, but also of traditional communities, hunting grounds, and a way of life.

Paramedics: Emergency Response: a 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.

Shadow of: Métis writer Trevor Cameron leads series discovering the legacies of four of Saskatchewan's Indigenous historical figures: Jim Brady, Mary Ann Lavalée, Édouard Beupré, and Mary Greyeyes.

Staying Wild: the series follows the Living Sky Wildlife Rehabilitation Centre (LSWR) in Saskatoon as staff members rehab an assortment of wild animals. Each episode follows Jan Shadick and her team as they encounter wildlife brought into the centre requiring various degrees of medical attention.

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.



President of Rogers Sports & Media, Colette Watson speaking at the screening event.

A Century of Resilience: Overcoming and Learning from the Chinese

Exclusion Act: OMNI Television produced this special report which traces the century-long journey of the Chinese Canadian community’s struggle and revival from the Chinese Canadian Exclusion Act. Language in English. On June 8th, in commemoration of the 100th Anniversary of the Chinese Exclusion Act, OMNI

invited community leaders and special guests to an exclusive premiere screening of the documentary. The evening included a light reception, screening and Q&A with the producer at Vancouver’s Chinatown Storytelling Centre. The documentary was well received by the community with 70 invited guests in attendance.

Since the airings on OMNI, the Storytelling Centre has been playing the trailer in their theatre along with other impactful immigrant stories. More recently, the newly opened Chinese Canadian Museum has also chosen the documentary to be screened in their Community Resource Room. The Essex County Chinese Canadian Association has also requested the documentary be used as a resource for schools and special commemorative receptions for the community.

Independent Programming

OMNI Television also air the following Independent Productions in their respective languages:

OMNI 1

Canada Latino Show	Spanish
Caribbean Vibrations	English
Canadian Jewish TV	English/Hebrew

Croatica TV	Croatian
El TV Presents	Azerbaijani
EL Break TV	Spanish
Forum TV	Ukrainian
Ghanacan TV	Akan
Hispanic Roots	Spanish
Kontakt Next Gen!	Ukrainian
Kontakt	Ukrainian
Lehen Malti	Maltese
Macedonian Heritage Hour	Macedonian
Mag TV	Hungarian
Magyar Kepek	Hungarian
Nash Dom	Russian
Noi Romanii	Romanian
Nor Hai Horizon	Armenian
Nova Vize	Czech
Nos Portugueses	Portuguese
Now What	Spanish
Ondes Africaines	African French
Pasqyra Shqiptare	Albanian
Planet Africa	English
Serbian Toronto TV	Serbian
Slovensky Svet	Slovenian
Star Foodies: Greece Edition	Greek
TMTV: Centre Stage	English
TV Vestnik.ca	Russian
Wazobia	Yoruba

OMNI 2 / OMNI East

Amantran	Bengali
Arirang Korea	Korean
Bangla TV	Bengali
Front Page Philippines	Tagalog
Hawa Toronto	Arabic
Iran Zameen / Pasargad Today	Farsi
Kala Kavaya	Sinhalese
Keraleeyam	Malayalam
Kya Baat Hai!	Hindi

Muuqqaalka Soomalida	Somalian
New Canadians	English
Oxygen with Ramy	Arabic
Saat Rang	Urdu
Sunshine Telugu TV	Telugu
Turkuaz TV	Turkish
TV Viet Tien	Vietnamese
Wah Bai Wah!	Punjabi
Vanakkam TV	Tamil
Voice of Lanka	Sinhalese

OMNI Calgary, OMNI Edmonton / OMNI Prairies

The Phina Show	Creole
Calgary Vietnamese Television	Vietnamese
Conéctate con Nash	Spanish
CMC TV	Mandarin
Island Tea with Althea	Creole
Pinoy TV Alberta	Tagalog
Pinoy TV Ngayon	Tagalog
Pinoy Konek (Sask)	Tagalog
The Israr Kasana Show	Urdu
Adehyeman TV	Akan
Alberta Kontakt	Ukrainian
Somalis in Alberta	Somali
Sariling Atin	Tagalog
Parwaaz	Punjabi
Viet Time TV	Vietnamese
Wow Pinoy	Tagalog

OMNI BC / OMNI PACIFIC

Caravan TV	Pashto
Desi Close Look	Punjabi
Nikkei TV	Japanese
Purple Production Special	Korean
Rompost TV	Romanian
Women in Focus	English

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 2023:

- **College of Sports Media Scholarships** : Four scholarships of \$2500 were distributed to students studying radio broadcasting using Canadian Content Development funding from our radio division. Criteria for recipients are based on overall scholastic achievement and representation from diverse backgrounds.
- **The OMNI Television Awards:**
 - The BCIT Foundation awarded two students The OMNI Television Award, one in Broadcast Journalism for \$1071, and the other in Design Essentials for \$1727.
 - Simon Fraser University awarded three students the OMNI Television Award in Communication. Each student received \$2000, including one student who received the award twice, totalling, \$4000.
- **Sportsnet and Toronto Metropolitan University Diversity and Gender Equity Awards:** TMU awarded the Sportsnet DGE Award to four students from Equity Deserving Groups. The Sportsnet Diversity and Gender Equity Awards supported student scholarships awarding excellence in sports media production with a preference for students from diverse backgrounds. The awards were split between entrance awards (\$5K/year for each year of the 4-year program for 2 students) and existing students in their 3rd year to help them complete their studies (\$10k/year for final two-years of the program for 2 students).
- **OMNI Regional Scholarship:** As part of an ongoing commitment, OMNI Television awarded \$20,000 in scholarships this past year to post-secondary students across Canada who are pursuing careers in ethnic and third-language journalism. Scholarships of \$2000/each were awarded to applicants in the following regions: East (5 winners), Prairies (3 winners), Pacific (1 winner) and Quebec (1 winner).
- **CityNews 680 Scholarship:** CityNews awarded the scholarship to a student at Humber College.

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 2023, 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 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 hope of securing long-term employment in their chosen career path. In 2023, 11 students joined the mentorship program. Among active participants and alumni, four went on to hold paid roles in Sportsnet in 2023 along with three other students or new graduates from EDG focused scholarship programs.

Building Inclusion Across Rogers Communication Inc.



Diversity, Equity, Inclusion and Belonging (DEIB) remains a critical element of our HR Plan. In 2015, we laid a strong foundation with our first formal Inclusion and Diversity 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 Inclusion and Diversity Strategy to accelerate our progress.

This past year was crucial as we integrated Rogers and Shaw Diversity, Equity, Inclusion and Belonging spaces.

We believe that a focus on equity and inclusion is core to creating a diverse workplace where all team members feel they belong and can build rewarding careers at Rogers. To better reflect our commitment to these principles, the name of the strategy evolved from evolving from Inclusion and Diversity (I&D) to Diversity, Equity, Inclusion and Belonging (DEIB).

Diversity: the mix of differences and similarities that make each of us unique. These can be visible characteristics such as age or race and invisible qualities such as personality and learning styles.

Equity: recognizing each person's differing needs and circumstances and distributing resources and opportunities to ensure that everyone can participate and achieve an equal outcome. Equity acknowledges that people may have different starting points or face barriers, and seeks to address these disparities.

Inclusion: the behaviour and mindset that embraces diversity. It is the intentional effort to create a workplace where all people feel respected and valued, and set the conditions for individuals to thrive. An inclusive workplace promotes and sustains a sense of belonging.

Belonging: a feeling that is enforced by culture that we can purposely create together. When we feel we belong, we feel accepted, empowered, and part of one community. We don't feel the need to edit ourselves or hide a piece of our identity.

The strategy focuses on the people, customer, and community pillars, integrating diversity, equity, inclusion and belonging into Rogers. Collaborating with Business Units and Employee-led Diversity Groups, we aim to drive impact throughout the organization, from recruitment to customer engagement. 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.

To align with our organization's strategy, our DEIB council, spanning the entire business, advocates for equity deserving groups, emphasizing Business Unit specific DEIB plans. With collective team support, we aim to realize the benefits of inclusion for our people, customers, and communities, fulfilling our organizational purpose and enhancing Rogers as a workplace.

Below you will find the 2023 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 2023:

- Launched mandatory Indigenous Cultural Awareness Training
- Launched mandatory *Accessibility Awareness training on how to adopt an accessibility mindset to identify and remove accessibility barriers and have accommodation discussions with employees.*
- Started the DEIB Book Club in the Customer Experience Business Unit, where a group of individuals read “5 Little Indians” by Michelle Good and discuss the messaging
- Continued to hold space for open conversation through Safe Talk & Listening sessions for corporate and frontline team members, specifically as a response to crises happening all around the world.
- Improved customer experience by launching the Indigenous tax exemption digital application, providing a quicker turnaround time for tax exemption applications and a digital confirmation update once it's been applied.

- Awarded individuals and teams who strengthen, support, and drive meaningful change around inclusion in the DEIB category at the Ted Rogers Awards.

Pathway 2: Broaden the talent pipeline and increase leadership diversity.

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

Key initiatives in 2023:

- Launched the first Elevate program cohort. Elevate is a 9-month Black Leadership & Sponsorship Program where participants develop advanced leadership skills and increase their end-to-end knowledge of Rogers business that is necessary for career progression.
- Improve representation across the recruitment process through People Leader partnership with HR.
- We committed to provide a 50% diverse candidate slate to hiring managers for all open positions. Our Inclusive Hiring Training equipped recruiters and hiring managers with tools to identify and eliminate bias in the hiring process and we partner with external groups including BNI Connect, Pride at Work, Indigenous Works, IndigenousLink, Lime Connect and Women in Communications and Technology (WCT), to reach talent from various communities.
- Mentoring circles were carried out by multiple Diversity Groups that helped with professional growth and networking opportunities.
- Women in Retail project started which is aimed at increasing the number of women not only working in retail but also in leadership positions.

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 2023:

- 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.
- Expanded key programs:
 - Supplier Diversity - vendor mentorship.
 - Connected for Success (expansion to the West) - affordable Ignite internet & TV bundles to eligible customers on provincial income support, disability benefits, and more.

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 2023:

- Toronto Blue Jays Honoured National Day for Truth and Reconciliation on September 30th by the following:
 - Sergeant Chantal Larocque from the Anishinabek Police Service, and proud member of the Algonquins of Ontario sang the national anthem.
 - For the first pitch, four Elders from Touchwood Agency Tribal Council walked out to the mound together.
 - To honour Survivors and all the lives impacted by residential schools, Blue Jays and Jays Care staff wore orange 'Every Child Matters' shirts.
 - Hosted 72 children from Indigenous Rookie League Jays Care programming
- Bridged the digital divide with service expansion to Indigenous communities.

Taking our next step in our DEIB Journey

Moving into 2024, we focus on building our new 3-year strategy as a combined company with Shaw. 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 company-wide mandatory Anti-Racism training.
2. Adding pronouns and name pronunciation into employee profiles to help contribute to the normalization of pronoun use. It will also allow for seamless interaction with applicants and employees, removing any barriers, hesitation, or misrepresentation.
3. Creating a dedicated space for HR Business Partners to drop in and ask DEIB related questions from every business unit.
4. Continuing to build partnerships with and giving back to charities and businesses supporting equity-deserving communities.
5. Supporting our diversity groups through targeted initiatives that address barriers and drive inclusion and belonging across the organization.
6. Continuing to bridge the digital divide through service expansion in several Indigenous communities nationally.

7. Focusing on driving the Business Units DEIB action plans representation goals to embed equity, inclusion, and diversity across the organization, aligned to our overall DEIB Strategy.
8. Conducting an Employment Systems Review will help us to assess our newly combined organization and prioritize DEIB commitments while meeting legislative requirements and driving us to be an employer of choice.

Diversity Groups

The efforts of our internal employee Diversity Groups play a crucial role in fostering and sustaining an inclusive culture at Rogers by arranging educational events, skill-building opportunities, and community sponsorships. Supported by the DEIB Team and the DEIB Council, Diversity Groups benefit from access to expertise and financial resources, empowering them to drive initiatives that align with our DEIB strategy.

Diversity, Equity, Inclusion and Belonging Council (DEIB Council)

The Rogers DEIB Council is comprised of business leaders and 11 volunteer Diversity Groups representing various communities that oversee the development of our DEIB strategy and lead the direction of our efforts to foster an inclusive culture that embraces the benefits of our diversity.

In 2023, we welcomed the Shaw DEIB community into the Rogers community and created combined groups. This blend of groups created new leadership structures and opportunities for new initiatives.

- RISE for Women (Rogers) merged with Women at Shaw, keeping the name RISE for Women.
- Mosaic (Rogers) merged with Spectrum at Shaw, keeping the name Mosaic.
- Spectrum (Rogers) merged with Pride at Shaw, keeping the name Spectrum.
- RAAN (Rogers) merged with Accessibility at Shaw, keeping the name RAAN.

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.

Key initiatives in 2023 include:

- **ESG Leadership Award:** Received the ESG Leadership Award at the CoreNet Global 2023 REmmy Awards in collaboration with Corporate Real Estate for impactful work with the Downie Wenjack Fund Legacy Spaces.
- **Legacy Space Expansion:** Collaborated with Corporate Real Estate to introduce the 3rd Downie Wenjack Legacy Space in Montreal, enhancing the reach and impact of the initiative.
- **Indigenous Peoples' Day Celebration:** Organized a hybrid event, "Celebrating Resilience: Speaking our Truths," to commemorate Indigenous Peoples' Day. The event featured a panel discussion recognizing the heritage and cultural contributions of First Nations, Inuit, and Métis peoples.
- **Leadership Learning and Reconciliation:** Provided support to the Rogers Executive Leadership team in their personal journeys of learning and reconciliation, contributing to a more informed and inclusive organizational leadership.
- **Digital Accessibility Initiative:** Teamed up with Digital Customer Experience, Legal, Communications, and the DEIB Team to launch a digital platform allowing customers to apply for the Indigenous tax exemption on rogers.com and fido.ca. Additionally, streamlined back-office processes, reducing the time to process submissions and apply discounts from 2 weeks to just 1 day.

Spectrum



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.

Significant actions taken in 2023 include:

- **"With You, With Pride" Celebrations:** Across different regions of the country, celebrated Pride Month with active participation and support in Rogers pre-parade events, parades, and other activities, embodying the theme "With You, With Pride."
- **Trans Awareness Month Recognition:** Acknowledged Trans Awareness Month with a focus on education, highlighting key events such as Trans Parent Day, Intersex Day of Remembrance, Trans Awareness Week, and Transgender Day of Remembrance.
- **Nationwide Pride Flag Raising:** Demonstrated commitment to inclusivity by raising Pride flags in every office across the country during the month of June.

- **Love Wins Golf Course Participation:** Engaged in the Love Wins Golf course organized by The Get Real Movement, contributing to fundraising efforts and raising awareness for programs combating homophobic, transphobic, and racist languages and attitudes.
- **Pride At Work Partnership:** Two individuals from Spectrum attended a 2-month leadership development program with Pride at Work and gained knowledge and networking experience.

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.

Significant actions taken in 2023 include:

- **Caribbean Carnival Celebrations:** Organized a series of July events celebrating Caribbean Carnival under the theme "With You This Carnival," including the main event, "Diversity and Culture Lives Here," featuring performances by Jay Smooth and Earl La Pierre Jr. on July 25th.
- **STAR Hotline Evolution:** Collaborated with the DEIB and StarHotline team to enhance the STAR Hotline process, ensuring the recognition and acknowledgment of experiences specific to black employees.
- **Black History Month Event:** Teamed up with BLC to execute a Black History Month event featuring the screening of "Steadfast: The Honourable Dr. Jean Augustine Story" and a fireside chat with Dr. Jean Augustine.
- **Latin American History Month Debut:** Hosted Latin American History Month for the first time, where colleagues shared insights into the significance of the month, the definition of Latinos, Hispanics, and Latin identity, and explored the theme of embracing uncertainty within Latin American culture.
- **Diwali Celebrations with RPAN:** Partnered with RPAN to host Diwali celebrations, fostering cultural inclusion and diversity within the organization.

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 DEIB and Communications teams, in partnership with leadership, to drive positive change across the business for Black team members.

Significant actions taken in 2023 include:

- **"Walking the Talk" Panel Discussion:** Launched Black History Month with a senior leadership team panel discussion, "Walking the Talk," featuring special guest Lekan Olawoye, Founder of the Black Professionals in Tech (BPTN), discussing the promotion of black talent and allyship at Rogers.
- **Black Academy Career Session:** Conducted the Black Academy session, "Owning your career journey at Rogers as a black employee," providing insights and guidance for professional growth.
- **Film Screening and Fireside Chat:** Concluded the month with a partnered event with Mosaic, featuring the screening of "Steadfast: The Honourable Dr. Jean Augustine Story" and a fireside chat with Dr. Jean Augustine herself.
- **"Disrupting Anti-Black Racism" Workshop:** Collaborated with Dr. Andrew B. Campbell, a professor at the University of Toronto and motivational speaker, to facilitate an "Unapologetically Black" workshop themed "Disrupting Anti-Black Racism from Within."
- **Elevate Black Leadership Program:** Teamed up with DEIB and Corporate Learning to launch and execute the Elevate Black Leadership and Sponsorship Program, aiming to empower and support black professionals within the organization.

Rogers Pan Asian Network



The Rogers Pan Asian Network (RPAN) launched in February 2021, in response to growing anti-Asian racism in society and feedback from employees. RPAN supports employees with Asian heritage and allies, focusing on education, mentorship, and community.

Significant actions taken in 2023 include:

- **Lunar New Year Kickoff:** Initiated the year with a festive celebration of Lunar New Year, fostering cultural engagement and inclusivity.
- **Diwali Celebration:** Hosted in-person Diwali celebrations in Toronto, Mississauga, Brampton, and Vancouver offices. The event featured traditional Rangoli drawings, enhancing the cultural experience.

- **Asian Heritage Month Highlights:** Recognized Asian Heritage Month with the theme "Stories of Determination." Conducted a fireside chat in Burnaby, Montreal, Brampton, and Toronto offices, spotlighting employees to discuss family life in Canada with an Asian cultural perspective, emphasizing language, Asian cuisine, cultural attire, and historical aspects.
- **Mentoring/Inspiration Circles:** Ran mentoring and inspiration circles throughout the year, providing opportunities for growth, development, and networking among Rogers employees.
- **Thrive Fitness Partnership:** Teamed up with Thrive Fitness to offer a series of fitness and wellness sessions, available to all Rogers employees, promoting holistic well-being throughout the year.

RISE for Women (incl. Rogers Women of Colour and Rogers Women in Technology)



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.

Significant actions taken in 2023 include:

- **International Women’s Day Celebration:** Marked International Women’s Day with a discussion featuring panelists sharing their lived experiences and insights on building a more equitable workplace. The event included an opening performance by the indigenous drumming group “Strong Water” and panelists like Rabia Khedr (National Director - Disability without Poverty), Justice Faith Betty (All In Partner), Nia Faith Betty (All In Partner), and Sarah Midanik (President and CEO - Downie Wenjack Fund).
- **RISE Speaker Series and Networking Events: Provided** diverse learning opportunities through the RISE Speaker Series and RISE Networking events.
- **Movers and Shakers Campaign:** Honored and recognized influential women at Rogers throughout the year with the Movers and Shakers campaign on a company-wide platform.
- **SafeTalk and Listening Sessions:** Hosted SafeTalk and Listening sessions for women in Network Engineering, fostering discussions, connections, and empowerment.
- **Women of Colour Event:** Rogers Women of Colour organized an in-person event in Toronto called “Hack Your Brand,” where the Corporate Learning and

Development team guided employees through powerful strategies, including mastering first impressions, to empower and enhance personal branding.

Rogers Jewish Community (RJC)



The RJC 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.

Significant actions taken in 2023 include:

- **Hannukah Celebration:** Led a company-wide hybrid event across different offices, featuring games, food, and networking to celebrate Hannukah.
- **Inclusive Holiday Decor:** Collaborated with Rogers Corporate Real Estate and DEIB team to enhance the inclusivity of holiday décor by installing Menorahs at major sites for the second consecutive year.
- **Charitable Partnership:** Partnered with Give Together month, highlighting Canadian Magen David Adom as the main charity for the group.
- **Holocaust Education Campaign:** Conducted a weeklong company-wide education campaign on the Holocaust.
- **Anti-Semitism Awareness and Events:** Hosted a virtual event titled "Understanding Anti-Semitism" with special guest Emmanuelle Amar from the CIJA, covering the history of antisemitism from ancient times to the modern era. Additionally, collaborated with the Rogers Indigenous Peoples' Network for an event bridging Indigenous and Jewish narratives, featuring the documentary "Becoming N'aKuset" and a survivor's personal story. Also coordinated SafeTalk and Listening sessions for both the community and allies.

Rogers AccessAbility Network (RAAN)



The Rogers AccessAbility Network (RAAN) empowers employees with visible and invisible disabilities to achieve professional and personal growth. RAAN advocates for the removal of barriers to accessibility for employees, customers, and community by sharing lived experiences and having open dialogue.

Significant actions taken in 2023 include:

- **National Accessibility Awareness Week:** Organized an event featuring members of RAAN, senior leadership, and allies discussing the significance of accessibility, sharing personal experiences, expertise, and insights.
- **Disability Inclusion Event:** Collaborated with DEIB for "From Disability Awareness to Disability Inclusion," featuring guest speaker Christine Selinger and discussions on fostering an inclusive and welcoming atmosphere.
- **Consultation on Accessibility:** Acted as consultants for both Accessibility Awareness Training and the development of the Rogers Accessibility Plan.
- **Addiction Awareness:** Hosted a SafeTalk and Listening Session, titled "The Long Road to Recovery," in recognition of National Addictions Awareness Week.
- **Lime Connect Collaboration:** RAAN members participated as panelists and special guests in various events organized by Lime Connect, Rogers' partner and the largest network supporting high-achieving individuals with visible and non-visible disabilities.

Rogers Muslim Community (RMC)



The Rogers Muslim Community focuses on building engagement, fostering a sense of belonging, creating an environment where Muslims feel comfortable bringing their full selves to work, and advocating for representation, ally-ship, professional development, and social injustice awareness.

Significant actions taken in 2023 include:

- **Annual Volunteer Event:** Hosted a tree-planting event with Trees for Halton Hills, engaging 50+ employees to contribute to climate action and environmental support.
- **Financial Inclusion:** Collaborated with DEIB and Wellness teams to integrate the BlackRock Shariah Fund into the Wealth Accumulation Plan, aligning investments with Islamic principles.
- **Ramadan Celebration:** Organized a virtual talk with Imam Yasin Dwyer, exploring the spiritual and practical aspects of Ramadan. Celebrated Eid with office packages, and a hybrid event featuring Nasheed performances and culinary delights.
- **Company-Wide Mentoring:** Ran mentoring circles from March to December, involving 40 mentees and 7 mentors to foster professional development.
- **Advocacy Against Islamophobia:** Led discussions on Islamophobia during the National Day of Remembrance and Action against Islamophobia, utilizing Yammer for company-wide engagement.

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. In 2023, Rogers published our first Accessibility Action Plan, in accordance with the Accessible Canada Act. Within that plan, Rogers Sports & Media committed to conducting audits of our broadcasting websites to identify gaps in WCAG 2.1 standards, including the availability of described video for online audio-visual content. Progress will be reported in Rogers' annual Accessibility Action Plan Progress Reports beginning in June of 2024.

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

Recognized and Awarded



Rogers was included in the Globe and Mail [Women Lead Here](#) list, their annual benchmark of gender diversity in corporate Canada recognizing companies with an average of 46% women in executive roles.

Initiatives that helped earn our place on the *Women Lead Here* list include:

- An inclusive recruitment process that leverages diverse job boards, presenting diverse candidate slates (goal of 50% equity-deserving groups, including women), and ensuring a diverse interview panel. We also work with

organizations like Women in Communications and Technology and Catalyst to help attract top, diverse talent

- An Accelerated Development Program for Women to drive gender diversity at the executive levels. Through coaching, networking, and development opportunities, we are reinforcing a strong pipeline of women directors and senior managers at Rogers. Of women who have completed the program, 33% identify with an additional equity-deserving group, and 40% have advanced their careers at Rogers
- A company-wide, self-directed mentoring program helps women - and all employees - drive their development and gain allies and sponsors. Employees can self-identify and request a mentor with a similar lived experience. More than 500 women have been part of the program since it began in 2018
- Workshops, and speed networking coordinated by employee-led Rogers Diversity Groups RISE, Rogers Women in Tech, and Rogers Women of Colour to support career growth through relationship building.
- Parental and adoptive leave top-ups, phased return to work, and family planning support services - all designed to help women who wish to have a family do so while continuing to advance their career at Rogers

ESG Leadership Award



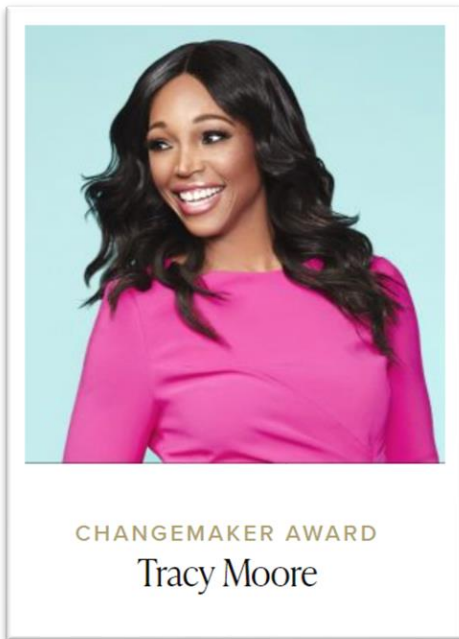
Members of our Corporate Real Estate team and Indigenous Peoples Network (IPN) were recently honoured with an **ESG Leadership Award** for their work in Diversity, Equity and Inclusion at the CoreNet Global 2023 REMmy Awards.

Jack Webster Award

The OMNI documentary, "A Century of Resilience: Overcoming and Learning from the Chinese Exclusion Act," was nominated as a finalist for the prestigious Jack Webster Award for excellence in reporting in a language other than English.

The Queen Elizabeth Platinum Jubilee

Emblem was awarded to Focus Punjabi Reporter, Jaspreet Pandher. Jaspreet was nominated by Mississauga-Malton MP, Iqwinder Gaheer, in recognition of his contributions to the community through his journalism.



Changemaker Award

“Tracy Moore is the award-winning host of Cityline. Thanks to her commitment to diversity and inclusion she has also produced and hosted one of Apple podcasts best series of 2020 - Cityline Real on Race. She is co-producer and co-host of Citytv’s RTNDA award-winning race special: Ending Racism: What Will it Take? and spearheads regular conversations on Cityline to raise awareness and inclusivity of folks who live at the intersectional margins. Moore is most proud of the volunteer work she does with West Toronto charity Trust 15 and the Children’s Aid Foundation Canada.”

RTDNA Award: CityNews 95.7 talk show host Todd Veinotte won a regional RTDNA award in the “Opinion” category for his piece on his show entitled “Parkinson’s Doesn’t Have Me”, detailing his diagnosis with Parkinson’s disease and its effect on his abilities.

CityNews offers the **Rogers Radio CityNews 680 Most Promising Current Affairs Producer of the Year Award** at Fanshawe College. The 2023 winner was Bianca Harris.



The Pinoy Festival Awarded a Certificate of Recognition to the OMNI Television Filipino team for their contributions to the Filipino Canadian community.

Looking Forward to 2024

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 has continued this important work with a wide diversity of equity-seeking groups. In 2024 we will be particularly excited to be able to report on our just-announced partnership with the Professional Women's Hockey League (PWHL) of Canada; history was made when the inaugural PWHL game on January 5, 2023 reached a record 2.9 million viewers, marking a very strong start to this exciting opportunity to amplify and expand the profile of women's sports in Canada.

Rogers Sports & Media's 2024 Cultural Diversity Report will also contain our inaugural reporting on the commitments made as part of the merger with Shaw Communications Inc., and we look forward to providing the Commission details on the work we've done to hire Indigenous reporters and expand our journalistic strength in Western Canada, including through the provision of a Western Digital News Service.

Rogers is extremely proud of what has been achieved to date and we look forward to sharing how we have continued to improve in 2024.

END OF DOCUMENT