



STINGRAY

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Stingray Radio

Cultural Diversity Plan

2020 Annual Report

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TABLE OF CONTENTS

Introduction	3
Corporate Accountability	4
Stingray Radio Employment Equity Mission Statement	4
Designation of Senior Executive	4
Stingray Radio’s Cultural Diversity Goals	4
Cultural Diversity Plan	5
Programming	5
Recruitment, Hiring and Retention	20
Employment Practices	20
Recruitment	20
Hiring	20
Retention and Career Development	21
Stingray Radio Initiatives	22
Stingray Radio Workforce	23
Internship, Mentoring and Scholarships	24
Community and Outreach Activities	24
Support for Visible Minority Artists	24
Canadian Content Development Activities	25
Industry Outreach Activities	25
Station Outreach Activities	26
Internal Communication	31
Conclusion	32
Appendix A	33

Introduction

Stingray Radio Inc. (“Stingray Radio”, “Stingray”) is a Canadian broadcasting company that focuses on providing an excellent radio experience for our audience and to meeting the objectives of the Broadcasting Act. The following excerpt from the Broadcasting Act identifies the role that broadcasting is to play in fostering a culturally diverse nation:

(d) The Canadian broadcasting system should:

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

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

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

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

Stingray Radio operates 74 originating radio stations across 7 provinces in Canada. Additionally, Stingray Radio operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and Global networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.

Corporate Accountability

Stingray Radio Employment Equity Mission Statement

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

Designation of Senior Executive

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

Stingray Radio’s Cultural Diversity Goals

Stingray Radio’s cultural diversity plan includes the following goals:

1. To maintain a corporate culture throughout all levels of its organization that fosters the acceptance of the diversity that exists within individual communities and within Canada as a whole.
2. To ensure that all members of the Stingray Radio organization understand the richness that exists within a multicultural nation and how that richness can be celebrated to strengthen the social fabric of Canada.
3. To ensure that all Stingray Radio employees appreciate the unique opportunity that we as broadcasters have to be leaders in propagating the messages of equality and acceptance of diversity in Canada.
4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Stingray Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

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

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Stingray Radio Best Practices for Cultural Diversity" document is delivered to all Stingray Radio employees. It has been incorporated into our Human Resources manual and forms part of our Stingray Radio New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit in advance of the meetings so that staff may have an opportunity to review the information and ask questions.
4. A formal quarterly reporting regime exists for all business units, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. New guidelines have been created for our Cultural Diversity reporting, with the intention being that programmers take more of a proactive approach to ensure our initiatives including reporting and representation of diverse people and events is sincere, meaningful and effective.
6. The annual Cultural Diversity report is delivered to all staff via the Employment Equity committees. The Cultural Diversity Coordinator is available for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.

Programming

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

Programming initiatives at Stingray Radio stations include the following components:

1. A formal quarterly reporting structure, whereby each location reports both non-news and news programming content aired or events attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible to ensure that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to issues of relevance to diverse audience members. These events and the invited guests are included in our quarterly reporting process.
3. Feedback to those with programming responsibilities. The data received in our quarterly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. Each station has implemented an ongoing airtime allocation dedicated to diversity. Each station schedules 14 spots per week to dedicated it to promoting diversity-related community events.
5. An understanding of the objective to cover stories of relevance to diverse audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
6. Mandatory attendance by Stingray Radio staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests. This has been difficult to accomplish in some locations this year with the Covid-19 restrictions in place.
7. Public accessibility via telephone, texting, email and social media as well as in-person access to on-air personnel at our local offices.

8. Inspired by the cry for equality and justice around the world, Stingray formed the Racial Equality Committee (REC). The initial agenda included, raising awareness on issues that impact Black, Indigenous, People Of Colour, providing resources to educate our staff and listeners on racism, reevaluating our Cultural Diversity reporting to ensure its effectiveness, and implementing initiatives to increase representation from the following groups: ethno cultural minorities, women, aboriginal people, people with disabilities.
9. All Stingray station websites now have an Equality tab with a list of resources under the following headers: “Educate”, “Watch” and “Take Action”.
10. In an effort to share diverse voices and experiences, all of Stingray’s radio stations have committed to producing and airing Equality Commitment Ads. The ads have three themes; “Do you know how to be an effective ally?”, “The time for silence is over, this is what racism sounds like...” and finally, “It did happen here, it does happen here, this is what racism sounds like...” Each ad includes audio from a staff member or community member sharing a personal experience related to the theme.

Stingray Radio on-air personnel’s responsibilities for the fair, accurate and representative portrayal of cultural diversity in our programming are reinforced by management. Each station has appointed a specific individual in management that is responsible for overseeing diversity reflection on the air. A copy of the CAB’s Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Stingray Radio staff.

The following samples are extracted from the quarterly cultural diversity reports prepared by Stingray Radio’s Programming personnel. These excerpts illustrate the form and content of our News and Non-News programming broadcasts and off-air activities that are reflective of the interests of our diverse audience.

Kelowna/Penticton/Kamloops

Stingray Radio operates 2 stations in the Okanagan valley. CIGV-FM is licensed in the Penticton market and CKKO-FM is licensed in the Kelowna market. The format for CKKO-FM is classic rock and for CIGV-FM is country music. Stingray Radio operates three radio stations in Kamloops – CHNL, CJKC-FM, and CKRV-FM. CHNL is a news/talk station, CKRV-FM is a classic hits station and CJKC-FM is a country station.

Programming samples:

- A memorial fund created for the late Joey Moss, born with Down syndrome, raised nearly one million dollars. The money will go towards the memorial fund that empowers people with disabilities.

- Mandy Farmer, the CEO of Hotel Zed and Accent Inns has won the Canadian Woman Entrepreneur of the year award.
- Sarah Thomas, Jennifer King and Callie Brownson, two female coaches and a female official made NFL history over the weekend by being on the field at time.
- Green Party elects new Leader Annamie Paul. She is the first Black Canadian and first Jewish woman to be elected leader of a major federal party in Canada.
- Federal financial support is on its way to help Indigenous people and communities cope with the ongoing impact of the COVID-19 pandemic.
- Kamala Harris is elected as vice president. The first woman, first black and south Asian/ Indian person to be elected.
- Polar Bear Swim raising funds for the Community Resource Initiative Society which helps people with physical challenges enjoy outdoor activities.
- Colin Kaepernick. Italian, African- American descent, wins Amnesty International Award.
- Thompson Rivers University has received a donation of three-quarters of a million dollars to go towards studies for Indigenous students.
- Ranjitsinh Disale, an Indian teacher, won an annual competition called the Global Teacher Prize.

Vancouver

Stingray Radio operates broadcasting licenses CKZZ-FM and CHLG-FM. CKZZ-FM format is Hot AC and CHLG-FM format is soft adult contemporary.

Programming samples:

- Various events mentioned surrounding Chinese New Year.
- PSAs for Islamic History month, Diwali, International Day of People with Disability, Kwanzaa.
- Discussion on air about Shabe Yalde, the Persian celebration of the longest day of the year.
- Interviews with Jagmeet Singh, Indian, federal leader, regarding Indigenous racism, and Haiden, Hayley Rennie, about Orange Shirt day.
- Jamaican, Cicely Blain operates a firm that is a diversity and inclusion consulting firm committed to helping companies' foster inclusion and equity in the workplace.
- Richmond Multi- Cultural Services.
- Black Lives Matter movements in Vancouver.

Ottawa

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

Programming samples:

- Scottish, Billie Eilish, became the second artist in Grammy history—and the first woman—to take home the Big Four awards: album, record and song of the year plus best new artist; and the youngest album of the year winner.
- Marriages performed in traditional Indigenous ceremonies are now legally recognized in Ontario.
- Crave highlighting indigenous movies.
- Vietnamese citizens coping with the worst typhoon to hit the country in 20 years.
- Kim Ng, Cantonese, has become the highest-ranking woman in baseball operations in the major leagues. She's believed to be the first female general manager for a men's team in a major North American league.
- Ottawa has been named host city for the 2026 world men's and women's wheelchair basketball championships.
- Liberals to introduce long-awaited legislation, enshrining the UN Declaration on the Rights of Indigenous Peoples in Canadian law.
- Charley Pride, the first Black performer to become a member of the Country Music Hall of Fame passed away from complications due to COVID-19.
- Water wheelchairs now available on Ottawa Beaches for those with disabilities.
- Former First Lady Michelle Obama, African American, earned the title of most admired woman for a second consecutive year.
- The Indigenous Tourism Entrepreneurship Training program is aimed at supporting Indigenous entrepreneurs to develop business planning skills and visitor readiness training for their tourism ideas.
- CIHT has updated their legal ID's to acknowledge the indigenous land from which they broadcast: "Respectfully broadcasting on unceded territory of the Algonquin Anishinabe Nation, we are Ottawa's Number One Hit Music Station, The New Hot 89-9."

Toronto

In Toronto, Stingray Radio operates CHBM-FM and CFXJ-FM. The format for CHBM-FM is classic hits and for CFXJ-FM is urban/hip hop.

Programming samples:

- The Breakfast Club spoke with Nigerian-American actress and comedian Yvonne Orji about her new stand-up special.
- Toronto Caribana festival and how the event has moved to online “virtual celebrations”.
- New Toronto sign created to commemorate United Nations’ International Decade for People of African Descent.
- Discussion with Jamaicans, Shamier Anderson & Stephan James about the launch of The Black Academy – a non-for-profit organization dedicated to celebrating and showcasing Black talent in Canada.
- BET Awards nominations- The BET Awards is an American award show that was established in 2001 by the Black Entertainment Television network to celebrate African Americans and other American minorities in music, acting, sports, and other fields of entertainment.
- Puerto Rican, Jennifer Lopez and Columbian, Shakira headlined the Superbowl halftime show.
- Reel Asian Film Festival and how they gained worldwide exposure by going virtual. More than half of the movies are directed by Asian women.
- ImagineNative Arts Festival, celebrating arts in the Indigenous communities.
- Aretha Franklin, African American, being inducted into the National Women’s Hall of Fame.
- CCDI (Canadian Centre for Diversity Inclusion) and a webinar for mental health, diversity and inclusion.
- Special needs workers at ice cream shop and how well embraced the idea goes over with the public.

Sudbury

Stingray Radio operates 2 radio stations in Sudbury. CHNO-FM operates in the classic hits format and CIGM-FM operates in CHR format.

Programming samples:

- Indigenous Advisory Committee will work with the board of directors of the Canada Energy Regulator. Wiikwemkoong First Nation's Kaella-Marie Earle has been appointed to the board.
- Polar Plunge Initiative in support of Special Olympics.

- Housing on Atikameksheng Anishnawbek lands, a new housing project that is years in the making will go a long way in addressing social housing needs and reduce overcrowding.
- African American, LeBron James Time magazine athlete of the year.
- Skateable – a program teaching those with disabilities to skate.
- Both CHNO and CIGM have updated their legal tags to acknowledge the indigenous land from which they broadcast. Samples include: “This is CHNO FM Sudbury - A Stingray radio station. Proudly broadcasting from the traditional territory of Atikameksheng Anishnawbek. Rewind 103.9” and “The New Hot 93-5, proudly broadcasting from Robinson Huron treaty territory.

Edmonton

Stingray Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a soft adult contemporary station, has a strong community focus. CIRK-FM operates, a classic rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content.

Programming samples:

- Produced PSA's for United Nations World Radio Day, celebrating diversity.
- Thunderbird house opening in the new library. Indigenous gathering space first public space in Edmonton to support Smudging.
- National Aboriginal Veterans Day Honoring Aboriginal members of the military.
- PSA's for the Alberta Diabetes Foundation and Diabetes Canada, promoting awareness and fundraising for those suffering from Diabetes.
- Promoted upcoming concert featuring Latin/Jazz Trombonist Audrey Ochoa.
- Promoted Orange Shirt Day which honors the victims & survivors of residential school in Canada.
- Edmonton Heritage Festival- the organization holds a multicultural festival showcasing Edmonton's diverse cultures with food tents, dance, and music.
- Alyssa Wapanatahk, an Alberta-born Cree Woman cast in an upcoming Disney live action movie.

Calgary

Stingray Radio has 2 licenses in the Calgary market. These are CKMP-FM, a CHR station and CFXL-FM, a classic hits station. Both stations operate with a strong focus on the music and community events with minimal spoken word content.

Programming samples:

- Indigenous company was hired to produce 20 thousand masks for Syncrude Oil.
- One of Calgary's first black cowboys was highlighted at the Alberta film festival.
- Reelworld Film Festival highlights Black, Indigenous, and Asian film makers.
- Cree actress from Alberta casts in a new Disney Peter Pan film.
- Dallas Soonias, indigenous was interviewed. He coaches the SAIT volleyball team and was on the national volleyball team for 13 years.
- Aired Tammy Rae Lamouche, First Nations, who recorded "All I want for Christmas: in Cree.
- Lexi Hilderman, a Calgary artist, painted a Siksida Nation dancer, Katari Righthand. The painting is included on the Stampede poster of 2020.

Camrose

Stingray Radio operates 2 radio stations in Camrose, Alberta. CFCW is a heritage, traditional country music station. It has a large coverage area, serving much of rural Alberta. CFCW-FM is a Country station featuring a new country format.

Programming samples:

- Throughout 2020: The Ukrainian Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- Jana Montour, an indigenous woman from Maskwacis, AB was inducted into the 8-Ball Hall of Fame.
- Featured Indigenous Artists' songs that played throughout the day, recognizing their heritage and National Indigenous People's Day.
- A member of the Enoch Cree Nation, Ashley Callingbull is featured in a new Nike collection that uses designs inspired by inter-generational healing.
- CFCW's home page rotator features a banner about equality.
- Played Mickey Guyton songs (Visible Minority).
- Promoted Kaysen's Quest a fundraiser for a local boy with spinal Muscular Atrophy Type 2 to get a specialized treatment.
- Promoted "Amero Little Christmas" special with Indigenous singer Don Amero.
- Promoted the VOHON Ukrainian Dance Ensemble's performances.

Central Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	country
Red Deer	CIZZ-FM	rock
Brooks	CIBQ-FM	country
Brooks	CIXF-FM	classic hits
Drumheller	CKDQ-AM	country
Stettler	CKSQ-FM	country
Blairmore	CJPR-FM	country
Wetaskiwin	CKJR	oldies

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

Programming samples:

- The provincial government will match donations to charities and non-profits, via AB's Minister of Culture, Multiculturalism and Status of Women, Leela Aheer.
- Canada Emergency Student Benefit, part of which will provide more than \$75 million to specifically increase support for First Nations, Inuit, and Metis Nation students.
- Special Olympics Canada Winter Games in Thunder Bay.
- Australia's first indigenous hockey team to play in Alberta.
- Alberta's Metis Fest 2020 takes place this weekend, virtually. Interview with Vice President of the Metis Nation of Alberta, Hilda Lambert.
- Jarome Iginla, Nigerian, inducted to the Hockey Hall Of Fame, he was the first Black player to lead to the NHL in goals and points. Kim St-Pierre became the first female goaltender, and eighth woman, to earn an induction as well.
- Online course currently available through the University of Alberta, which teaches the history of Indigenous people.
- In response to First Nations, Inuit and Metis leaders pushing for better supports, Ottawa is pledging 82.5-million-dollars to improve access to mental health services in Indigenous communities.
- Wetaskiwin station airs the following weekly ethnic programs:
 - Sunday 3:30pm – 5:30pm – Augarela Portuguesa show
 - Monday-Friday 6pm–9pm – Radio Sangsuran (East Indian music, news and information)

- CIZZ has updated their legal ID's to acknowledge the indigenous land from which they broadcast: "Respectfully broadcasting on traditional treaty 6 and 7 territory, we are Red Deer's Classic Rock Zed 98 9"

Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-DT	Independent – Global programming
Lloydminster	CITL-DT	Independent - CTV programming
Lloydminster	CKSA-FM	country
Wainwright	CKKY-FM	classic hits
Wainwright	CKWY-FM	CHR
Cold Lake/ Grand Centre	CJXK-FM	classic hits
St Paul	CHSP-FM	country
Bonnyville	CJEG-FM	CHR
Lac La Biche	CILB-FM	classic hits

Programming samples:

- Announcement of \$53 million in mental health support including a grant program to support Indigenous communities and seniors.
- The Celebration of Ramadan was held virtually.
- More financial help on the way for off-reserve Indigenous People of Canada.
- News story with a future Paralympian about her journey, and her story to become a future Paralympian.
- Celebration of National Indigenous Day.
- Alexis Nakota Sioux Nation, Enoch Cree Nation, Kehewin Cree Nation, O'Chiese First Nation, Paul First Nation and Whitefish Lake First Nation are investing \$93 million for an equity stake in new natural gas power plant.
- Diversity in Country Music especially this year's CCMA's- JoJo- Native American, Tebey-Nigerian, Kane Brown- Cherokee, and Don Amero- Metis.
- Lloydminster International Festival- A virtual festival celebrating the different cultures in the area.
- Alberta's new lieutenant-governor, Salma Lakhani, is the first South Asian and Muslim to take on the prestigious position.
- Connected Music Festival - a virtual concert series that features Black, Indigenous and south Asian artists from across the country performing.

North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	country
Hinton	CFXH-FM	country
Hinton	CFHI-FM	classic hits
Whitecourt	CFXW-FM	classic hits
Athabasca	CKBA-FM	classic hits
High Prairie	CKVH-FM	country
Slave Lake	CHSL-FM	classic hits
Westlock	CKWB-FM	country

Programming samples:

- Celebration of National Indigenous Day.
- This is not the Harvest Moon, it's the Full Corn Moon...Full moons as they relate to Indigenous Peoples and the way they relied on the names to track the progression of the seasons.
- Indigenous Pipe Ceremony to open the HUB for arriving NHL teams in Edmonton.
- Metis Nation of Alberta signed partnership with Calgary-based Steel River Group to create economic opportunities.
- Athabasca Native Friendship Centre hosting a virtual Sisters in Spirit ceremony, honoring MMIW.
- Goodfish Lake First Nation winning the "Best of Business" award at the Alberta Business Awards of Distinction.
- Lac La Biche Native Friendship Centre hosting a workshop called "Where's My Power", talking about energy efficiency and Indigenous perspectives.
- Portage College receiving a donation of some Inuit art pieces for the Museum of Aboriginal Peoples' Art and Artifacts.

Moncton

Stingray Radio operates 2 radio stations in Moncton. CJMO-FM is a classic rock station and CJXL-FM is a country station. The Music Director of CJXL-FM, Shilo Bellis, who has been fully blind since birth, is one of the most-respected Music Directors in Canadian country music radio.

Programming samples:

- MAGMA helping newcomers & international students deal with pandemic.
- CNIB asks New Brunswickers to please be kind to blind and partially sighted residents persons with disabilities.
- Greater Moncton Chinese Cultural Association (GMCCA) Gala.
- Para hockey players from Moncton win tournament.

Fredericton/Saint John/Miramichi

Stingray Radio operates 2 stations in Fredericton, CFRK-FM, a country station, and CIHI-FM, a classic hits station. It also operates CHNI-FM in Saint John, broadcasting in the mainstream rock format. And it operates CHHI-FM in Miramichi which broadcasts in the classic hits format.

Programming samples:

- Kane Brown, Cherokee, Mini-Concert.
- Tiger Woods, Asian, claimed a 1-up win in “The Match: Champions for Charity”.
- Selena Gomez, Mexican-American delivered a speech during a virtual commencement for students from immigrant families.
- Canada’s Olympic and Paralympic athletes will return to sport with the help of five million dollars in funding.
- Indigenous communities in Atlantic Canada are creating their own water utility in some First Nations Reserves.
- On international Women’s Day, CFRK featured interviews from influential women.
- A bill supporting the teaching of Indigenous languages in New Brunswick’s public education curriculum passed through by legislature.
- Members of Sipekne’katik First Nation in Nova Scotia are meeting with Federal Fisheries minister to discuss what their moderate livelihood fishery might look like.
- New Brunswick’s government is promising to increase immigration.

Charlottetown

Stingray Radio operates 2 radio stations in Charlottetown. CHTN-FM is a classic hits station and CKQK-FM is a CHR station.

Programming samples:

- The United Way of PEI is distributing \$325,000 to 10 Island charities through the federal government’s Emergency Community Support Fund. The Association’s main goal is to empower people with intellectual disabilities and their families to lead the way in advancing inclusion.
- International Day of the World’s Indigenous Peoples. To mark the occasion, the federal government announced an investment of more than \$6.1 million in support of Indigenous projects across Atlantic Canada.
- Canadian Lebanese Association of PEI is hosting a Candlelight Vigil. The vigil is to honor the lives of those lost in the destructive and devastating explosion in Beirut.

- The Women's Institute and the Association for Newcomers are co-hosting an online information session on Cultural Diversity & Inclusion.
- Treaty Day, a special day that strengthens the shared commitment of government and the PEI Mi'kmaq to advance the overall wellbeing of Indigenous peoples in PEI. This year, Islanders will have the opportunity to learn from the PEI Mi'kmaq about their culture and history through special performances of traditional drumming and singing.
- Celebration of Black History Month by taking part in musical, cultural and literary events.
- Continuing coverage of Team PEI's participation in the Special Olympics Canada Winter Games.
- The federal government has recognized residential schools as a National Historic Event. It has designated two of those schools-- one in Manitoba and the other in Nova Scotia -- as National Historic Sites.

Halifax

Stingray Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax. CFRQ-FM is a classic rock station, and CKUL-FM is a soft adult contemporary station.

Programming samples:

- Wildhood, a movie that will feature both English and indigenous languages.
- Orange shirt day is for spreading awareness about Canada's residential school system and honor those who survived and their families. Organizers say it's important to continue the conversation about these schools and the effect they have on indigenous people to this day.
- A symbol of indigenous culture will be front and centre when the new Art Gallery of Nova Scotia opens on Halifax's waterfront in the next few years. The winning design for the new gallery was created by Indian architect Omar Gandhi.
- Canada Post unveiled a commemorative stamp Thursday that pays tribute to an all-black Maritime hockey league.
- 4th Annual Halifax Black Film Festival.
- Stingray's Racial Equality ad campaign began airing.
- Discussion about a glove that translates sign language into speech. The glove will allow deaf people to talk directly to anyone without the need for a translator. The wearable device contains sensors that run along wearer's fingers and identify each word conveyed in sign language. The signals are sent wirelessly to a smartphone, which translates them into spoken words in real time.
- Morning show interview with Mi'kmaq musician Bernie Francis, who has translated some "traditional" Christmas songs into Mi'kmaq.

Sydney, Nova Scotia

Stingray Radio operates two stations in Sydney. CHRK-FM is in a CHR format, while CKCM-FM is a country formatted station.

Programming samples:

- On air interview with Jason Young to chat about Dystonia. Dystonia is a neurological movement disorder disability that causes the muscles to contract and spasm involuntarily. September was Dystonia Awareness Month.
- Potlotek, Eskasoni, We'koqma'q, Wagmatcook and Membertou First Nations will all be a part of the new alert system. The alerts are specific to natural disasters, an evacuation order, a missing person alert or any situation a First Nation chief feels they need to alert their residents.
- Whitney Pier's Caribbean Festival won't take place this year because of the COVID-19 pandemic.
- A program to support Indigenous women's leadership is getting some support. Two movie stars are donating \$200,000 to kick-start the Institute's goal of raising one million dollars for its International Centre for Women's Leadership and its Indigenous programming.
- Cape Breton has elected its first female mayor.
- A First Nations chief says a deal to buy Atlantic Canada's largest seafood company will benefit Indigenous communities "for the next seven generations."
- Women from Potlotek First Nation are gearing up for a moose hunting camp next week. The camp hopes to teach women from the Mi'kmaq community about treaty rights, hunting protocols and about traditional medicines.
- Five Nova Scotian women made it onto the Women's Executive Network top 100 list of most powerful women in Canada.

Kentville, Nova Scotia

Stingray Radio operates CIJK-FM Kentville in a rock format.

Programming samples:

- Autism Light it Up Blue event scheduled for April 2, 2020. Unfortunately, due to COVID, events were changed, but we maintained promotion on-air.
- More help is on the way for the more than one-million Indigenous people living off reserve who are struggling because of the COVID-19 pandemic. The government is sending 75-million-dollars to organizations that specifically help Indigenous people living in urban areas with issues such as food, health care and housing.

- A GoFundMe set up to help Black Nova Scotians find support and relief amidst the COVID-19 pandemic.
- International Day of Persons with Disabilities.
- This year's list of Order of Nova Scotia appointees includes Linda Best as one of six people added to the list by Lt.-Gov. Arthur J. LeBlanc this week. This is the highest honour awarded by the province.
- Ottawa is going to host the 2026 world men's and women's wheelchair basketball championships.
- Promoted on-air and online about the African Heritage month.
- The Flower Cart Group in New Minas has received \$500,000 from the provincial government to help more persons with diverse abilities access employment training.
- On-air interview with Terry Kelly, a well-known visually impaired performer.

New Glasgow, Nova Scotia

Stingray Radio operates two radio stations in New Glasgow, CKEC-FM and CKEZ-FM. CKEC-FM broadcasts a Hot AC format, while CKEZ-FM operates in the classic rock format.

Programming samples:

- The Rally in Honor of the Black & First Nations Communities will feature guest speakers sharing their experiences. There will also be songs, dance and prayer.
- June 21 is a day, for all Canadians to recognize and celebrate the unique heritage, diverse cultures and outstanding achievements of First Nations, Inuit and Métis peoples. The Canadian Constitution recognizes these three groups as Aboriginal peoples, also known as indigenous peoples.
- Curbside Culture event in downtown New Glasgow, featuring food and activities where local businesses will be showcasing our community's diverse multicultural population. Each restaurant represents a different country.
- Mi'kmaq Sport Council of Nova Scotia, we will be launching the first-ever Nova Scotian Black and Indigenous Coach Mentorship Program. The program will be a two-year project aimed at recruiting and supporting black and indigenous coaches.
- The government has committed \$685 million for the Indigenous Communities Support Fund, which includes funding to address food insecurity, education and other support for children.

St John's, NL

Stingray Radio operates 4 radio stations in St John's, NL. VOXM is a news-talk/classic hits station, VOXM-FM is a classic rock station, CKIX-FM is a CHR station and CJYQ is a country and traditional Newfoundland music station.

Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clarenville	CKVO-AM	news/talk, classic hits
Clarenville	CKLN-FM	country
Marystown	CHCM-AM	news/talk, classic hits
Carbonear	CHVO-FM	country
Corner Brook	CFCB-AM	news/talk, classic hits
Corner Brook	CKXX-FM	classic rock
Goose Bay	CFLN-FM	country
Grand Falls	CKXG-FM	classic rock
Grand Falls	CKCM-AM	news/talk, classic hits
Gander	CKXD-FM	classic rock
Gander	CKGA-AM	news/talk, classic hits
Stephenville	CFSX-AM	news/talk, classic hits

Programming samples:

- On air interview with the Qalipu regarding the local production of seal oil capsules.
- The Nunatukavut Community Council has elected its new governing council.
- Johannes Lampe is returning for another term as president of the Nunatsiavut government.
- A Honduran woman, now living in Newfoundland, is reaching out to see what can be done to address the devastation wrought on her native country by Hurricane Eta.
- The provincial autism society has received a quarter of a million dollars from the federal government to further programs throughout the province.
- David Cutler, a member of the Qalipu Mi'kmaq First Nation was chosen as one of the illustrators for an innovative new Marvel comic book—Issue number one of 'Marvel's Voices: Indigenous Voices'.
- A vigil outside St. John's city hall marked the International Day for Persons with Disabilities.
- The Qalipu First Nation is pleased to share that together with community groups from across the territory, it will host a full day of virtual content to celebrate National Indigenous Peoples.
- CNIB Program - vision mate program.
- Canadian Hard of Hearing Association interview.

Recruitment, Hiring and Retention

Employment Practices

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

Recruitment

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

2020 was a challenging year in this area due to significantly reduced hiring, and considerable downsizing.

Hiring

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

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

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents are made available to the new employee so that all employees are made aware that our company is committed to providing and maintaining a workplace that ensures that all employees of Stingray Radio are treated with dignity and respect. Stingray Radio strives to create a work environment that encourages diversity as a means of fostering an accepting, inclusive and open culture where talents and ideas are freely exchanged. Stingray Radio will not tolerate behavior that may be considered discriminatory or harassing.

Retention and Career Development

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

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcasting industry. These sessions also serve as an opportunity for the exchange of ideas and best practices. COVID-19 did force us to delay some of these plans and move some initiatives to virtual.
2. Weekly conference calls are conducted with senior management, programming managers and sales managers to monitor current progress and future personnel needs in their respective disciplines at the individual business units.
3. In addition to professional development sessions sponsored by Stingray Radio, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
4. Attendance at conferences, trade shows and workshops are sponsored and encouraged by Stingray Radio as a means to exchange experiences and interact with other media personnel outside of the company. COVID-19 did force us to delay some of these plans and move some initiatives to virtual.
5. Stingray Radio's corporate office employs senior executive personnel in each operational discipline. These individuals act as a resource to station personnel. They are available virtually on site at the discretion of the station management to provide mentorship, training and expertise to employees.

Stingray Radio Initiatives

Stingray Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcasting professionals. The vast array of perspectives that come with a diverse workforce provide for a collaborative environment. The result is a dynamic organization capable of meeting the challenges of an ever-changing world. In order to shape our recruitment activities to today's labour market, Stingray Radio engages a number of initiatives including the following examples:

1. In 2020, CKUL, offered one on one discussions via NSCC's Radio and Television Program.
2. In Ottawa, the Morning Hot Tub show joined three classes (virtually) at Henry Larsen Elementary School to talk about radio, how they got into the business, and how their students can become a broadcaster themselves.
3. Steve Parsons (General Manager for Stingray Toronto) spoke with a diverse student (via video) Wai Lun Chan about the broadcasting industry/radio.
4. Simone, from 104.3 The Breeze, did an Instagram Live with a South Asian Magazine called Urban Asian that was streamed in India about the Industry and being a Woman of Colour in Broadcasting and how to get into the industry.
5. Stingray Calgary extended an opportunity to a Chinese Canadian NAIT Radio and Television undergraduate. The student was working on a production practicum, until the office was closed due to COVID. The Promotions team also attended a hiring fair at SAIT in February.
6. CFCW's promotions department had a practicum Student, person with disabilities from the NAIT Inclusive Education program.
7. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minority. All Stingray Radio job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Stingray Radio stations are present as well as in markets where Stingray Radio does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Stingray Radio Workforce

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

The following table indicates the present status of our workforce as filed with Employment and Social Development Canada on June 1, 2020.

Stingray Radio					
2020 Workforce Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
British Columbia	104	44	2	1	9
Alberta	258	111	10	7	14
Ontario	153	69	5	6	23
Atlantic Provinces	270	105	8	13	1
Totals	785	329	25	27	47

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to staff so that our entire workforce may track our progress in improving representation within our workforce.

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

Internship, Mentoring and Scholarships

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

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

Community and Outreach Activities

Support for Visible Minority Artists

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

Canadian Content Development Activities

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Stingray Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2020, Stingray's Canadian Content Development initiatives, like those of all companies, were interrupted by the COVID-19 pandemic and the resultant cancellation of many events. Our disrupted plans included financial support for Carivibe in Ottawa and Caribana in Toronto, both large celebrations of Caribbean culture in Canada. Stingray also allocated \$40,000 to Music Heals, a Vancouver-based organization that supports music therapy for Canadians with illnesses and disabilities. As these events hopefully return in 2021 and beyond, the Stingray team will continue to seek out opportunities to support individuals and organizations representing diverse peoples in Canada.

Industry Outreach Activities

Support of Canadian Broadcast Standards Council

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code, released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests and activities. Stingray Radio fully supports the role of the CBSC both by adhering to the various codes.

Station Community Outreach Activities

As a responsible broadcaster, Stingray Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves. Each market is required to engage in at least one outreach project each month.

1. Taking leadership roles in the community

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

- New Glasgow morning show host Alex Theriault currently hosts a summer sports program with the local Big Brothers Big Sisters chapter. This group of kids are very diverse in ethnic backgrounds, most notably he mentors two kids from Nigeria. Alex volunteers his time with these kids every Thursday afternoon.
- CFCW promoted Moving Mountains for Mighty Max, a fundraiser for a local boy with Spinal Muscular Atrophy Type 1 to get a specialized treatment.
- CKUL – attended launch of aforementioned TELUS “Health For Good” mobile health clinic program, co-hosted with local indigenous community.
- CIGV Kelowna - hosted an outdoor socially distanced performance with JoJo Mason.
- CIJK, attended a basketball practice for Special Olympics athletes travelling to national games. They brought food treats and prizes for the group and shared a clip on-air as well as social media photos.

- Kentville-We've been a supporter for 11 years of the Annapolis Valley Chapter of Autism NS – Walk Your Way Event-and we once again sponsored the event at the Ambassador level. We provided two weeks of PSAs, an on-air interview, website exposure on 2 sections of our website, and social media posts leading up to and on the day of the virtual event. To enhance participation in our PSAs, we had local Autism advocate “Cowboy” individual, who has Autism, to voice the PSA alongside our Morning Show Host.
- New Glasgow: Tim Hortons Camp Day: This year we took part in the annual Tim Hortons Camp Day fundraiser. This program benefits kids with disabilities and those with diverse ethnic backgrounds. The camp day program this year specialized in an “eCamp” due to the Covid 19 pandemic.
- HITS FM has partnered with First Light (the Native friendship Centre) in St. John's and hosted the 43rd annual Teddy Bear Picnic. We streamed the event live through Facebook. The campaign gives First Light an opportunity to represent and show indigenous performers in the community.
- CIZZ Red Deer - Our stations again sponsored the Alberta Special Olympics Polar Plunge. We had two staff members jumping, their poster on our site and they were included in produced community calendar mentions.
- Sydney- CKCH- we were the presenting sponsor for the Classic Country concert hosted by the Membertou First Nation at the Membertou Trade and Convention centre.
- Troy McCallum (Program Director of Boom) signed up with TRIEC Mentoring Program (Toronto Region Immigrant Employment Council) as a mentor to immigrants who have moved to Canada to work/live. Program requires 90 minutes a week to mentor immigrants. He is currently working with Sayed Bukhari who recently moved here from Pakistan where he worked as a News Anchor.
- Toronto's Flow 93.5 team picked up honours at the Canadian Radio Awards- Best Community Service Initiative – Major Market for DJ's United Against Racism.
- CFXL: Little River Band at Grey Eagle Resort & Casino on the Tsuut'ina Nation.
- The Breeze Vancouver -attended the 2020 Bridge To Success Gala. This event is largely attended and catered to the Asian Community.

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

TRIEC Mentoring Program – Toronto boom



December 23, 2020

Dear Troy,

Thank you for your participation as a mentor in TRIEC Mentoring Partnership.

The program brings together newcomer professionals with established professionals in Canada for occupation specific mentoring. Your knowledge and industry insight has provided your mentee with the understanding and strategy needed to conduct an effective job search.

Thank you for volunteering your time to help someone navigate the job market. Your involvement demonstrates your commitment to making a difference in the life of a newcomer professional.

Please find below a detailed transcript of your volunteer hours and attended professional development activities.


Name: Troy McCallum

<u>Description</u>	<u>Date</u>	<u>Volunteer hours</u>
Troy McCallum - Sayed Bukhari	23/12/2020	18

For members of Chartered Professional Accounts Canada (CPA) and Human Resources Professionals Association (HRPA): this program may qualify for credit as part of your mandatory annual Continuing Professional Development. To learn more, contact your association.

Best Regards,

Annie Singh (Harleen)
Senior Manager, TRIEC Mentoring Partnership
Tel: 416.944.1946 ext. 352
Email: mentoring@triec.ca



TRIEC Toronto Region Immigrant Employment Council
603-250 Dundas St. W., Toronto, Ontario M5T 2Z5
T: 416.944.1946 | triec.ca

Racial Equity Committee Equality Commitment Ads

In three short months we have made some great progress. We are airing Equality Commitment Ads daily on all Stingray stations, nationwide. We have received very positive feedback on these ads, with one listener writing:

From: TESL-NL NL [<mailto:teslnl@hotmail.com>]
Sent: Friday, October 02, 2020 5:06 PM
To: hitsmail@991hitsfm.com
Subject: Gratitude for anti-racism ad

We are writing in appreciation of Hits FM 99.1 new anti-racism ads on behalf of [TESL NL](#), a professional organization for Newfoundland and Labrador English as a Second Language teachers, many of whose students are visible minorities and people of colour.

As I was driving home on Tuesday, I heard the opening lines of the ad and was thinking "That would be the perfect start to an anti-racism ad". Imagine my surprise when the ad continued. I literally got chills. In over 25 years of working with newcomers, it is the first time I have heard such an open reference to racism in NL in the local media. I am in awe that such a powerful and influential public media company has taken on this complex and important issue. It is only through respectful education and awareness raising that we will bring the subtleties of the issue to the fore.

We are grateful to see the local community and media supporting our students. Bravo Hits FM 99.1.

Sincerely,
The TESL NL Executive

TESL-NL

Dr. Xuemei Li (President)
Dr. Martha Trahey (Vice President)

Giving Tuesday – CIHT- Ottawa

December 1st 2020 – Giving Tuesday

Promoted a charity helping the Cornerstone Women's Shelter. "Looking for a way to give back this year? @GiftBetterCo and @showboxottawa are making it safe and easy to brighten someone's holiday! For just \$25 you can send a holiday gift for a woman at Cornerstone Women's Shelter.

From: Olivia Villalta <liv@giftbetter.co>
Sent: Wednesday, December 2, 2020 6:34 PM
To: Brady Jones <brady@hot899.com>
Cc: Vanessa Griffiths <vanessa@giftbetter.co>; Josie Fenech <jfenech@stingray.com>
Subject: Re: We can use your help - National Nurses Week / Frontline Workers Appreciation

Hi Brady,

Once again, this promotion has already made the campaign a success! We really appreciate all of your help with this and look forward to donating the gifts to the women at Cornerstone shelter.

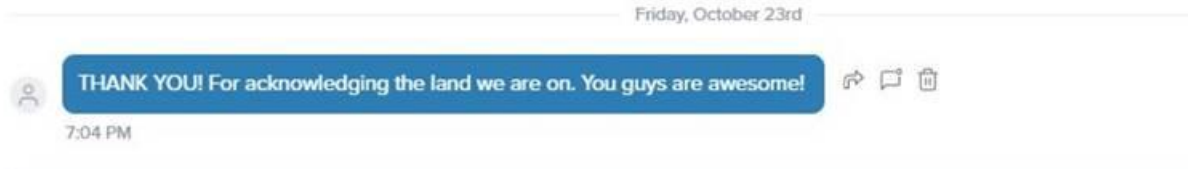
Happy holidays to you and your team at Hot 89.9!

Cheers,
Olivia

Orange Shirt Day – HOT 93.5 Sudbury



Feedback from the acknowledgement of broadcasting from indigenous land – various stations



Today



K, I absolutely LOVE that you guys are acknowledging the ingenious territory we're in!!

8:56 AM

YAY! <3 ;)

Sherri Koren - 8:56 AM - Sent

Type a message or paste an image

7:05 AM

Today



Aweeee ♥♥👏👏 I just heard the land acknowledgment for RH treaty territory on air. I'm a pretty regular listener and maybe have missed hearing it up to this point , but today was the first time I heard it on your station! I'm Indigenous and appreciate its recognition ♥ thank you.

9:07 AM

Type a message or paste an image

2. Offering work experience placements and tours to educational groups

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

At the Lloydminster TV Station, an African-Canadian woman completed a 3 month internship in our newsroom. She is from the NAIT radio/television broadcasting program.

Toronto 93.5 gave a 17-year old high school student interested in pursuing Broadcasting and Journalism the opportunity to shadow Ace West throughout her show. They also had 2 interns in the Promotions Department. One of the students was from the Humber CICE program, which is designed to provide adults with intellectual disabilities the opportunity to develop their skill sets. Both interns were visible minorities.

Vancouver Z95.3 promotions department had an intern, who is an Arts and Entertainment Management student currently enrolled at Capilano University. She is Filipino-Canadian and has some learning disabilities.

Vancouver's 95.3 also held a contest for contestants to win an internship with on the Kid Carson Morning Show and \$10,000. Priority was given to contestants who were from diverse backgrounds, with 5 out of 6 finalists being BIPOC. Ultimately the internship was awarded to an individual who is a person of colour.

3. Providing the "Cause of the Day" feature in many of its markets across the country.

The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 47 markets that Stingray Radio serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their organizations. Following is a small sample of organizations benefiting from this initiative:

- Telus Ride –prostate cancer research
- ALS- ALS Walk
- Canadian Mental Health
- Kidney Foundation of Canada- Kidney Walk
- Muscular Sclerosis – Burgers to beat MS Day
- Diabetes Foundation
- LoSeCa Foundation – aids individuals with disabilities and their families

- Tim Horton's Camp Day- send underprivileged kids to camp
- Crohn's and Colitis Society
- Make a Wish Foundation
- Parkinson Awareness
- Ronald McDonald House- McHappy Day

4. Providing Community Input and Feedback

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

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

Internal Communication

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

1. Direct to all email for company-wide notifications
2. Secure Stingray Radio HR website and Job Posting website
3. Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Stingray Radio's diversity policies and initiatives.
4. Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with staff.

Conclusion

Stingray continues to aim to increase its diversity activities and monitor initiatives to ensure that its Cultural diversity goals are achieved. Stingray acknowledges that ensuring that the perspectives of Visible Minorities, Aboriginal Peoples, Persons with Disabilities and Women, are reflected in our programming and operations is essential to reflecting Canada's diversity in commercial radio. This report provides a detailed account of our policies, objectives, accomplishments and future goals with respect to our cultural diversity plan. The examples contained in this report serve to provide an indication of the types of programming, workforce and outreach initiatives undertaken at Stingray stations to ensure that the interests of our diverse constituents are fulfilled.

Appendix A

Sample List of Emerging Artists of Diverse Backgrounds receiving Airplay on Stingray Radio stations

Note: BIPOC (Black/Indigenous/People of Colour)

<u>Artist</u>	<u>Origin</u>
24K Goldn	African-American
Alessia Cara	Italian
Ali Gatie	Iraqi
Amanda Rheume	Metis
AR Paisley	Sikh
Bakar	Yemen
Beamer Wigley	Canadian
Been Trappin	BIPOC
Billy Simard	Metis
Black Pumas	African-American
Blacka Da Don	African-American
Burna Bandz	African-Canadian
Busty and The Bass	BIPOC
Casper	BIPOC
City Filedia	BIPOC
Crown Lands	BIPOC
CZN	BIPOC
Da Crook	BIPOC
Devon Tracy	BIPOC
Dillion Ponders	Canadian
Doja Cat	South African
Don Amero	Aboriginal
Donny Lee	Indigenous
Dutchess	BIPOC
Elephant Stone	Indian
Genevieve Fischer	Metis
Golde London	BIPOC
Houdini	BIPOC
Isaiah Peck	BIPOC
Jerry Sereda	Canadian
Jimmie Allen	African- American
JoJo Mason	African- American
Julian Taylor Band	Indigenous-Jamaican
Just John	BIPOC

<u>Artist</u>	<u>Origin</u>
Kandy K	BIPOC
Kennyhoopla	African-American
Killy	BIPOC
Kristen Carter	Canadian
KTOE	BIPOC
Labrinth	BIPOC
LP Spiffy	BIPOC
Mack Dizzle	BIPOC
Mally Swayzz	BIPOC
Mandy Silk	Canadian
Nanna Goodie	BIPOC
Nene Glamorous	BIPOC
NessGotEm	BIPOC
NoJokeJigSaw	BIPOC
Northside Benji	BIPOC
Notifi	BIPOC
PartyNextDoor	Jamican
Pressa	Jamican-Filipono
Robin Banks	BIPOC
Rodrigo y Gabriella	Mexican
Rohan	BIPOC
Romy Mouzner	BIPOC
Run the Jewels	African-American
Shea Diamond	BIPOC
SVLM	BIPOC
Swagger Rite	BIPOC
Tanya Tagaq	Indigenous
Taylor Rae	Canadian
Teigan Gause	Metis
The Dead South	African-Canadian
The Hu	Mangolian
The Red Rails	Indigenous
Top 5	BIPOC
TwoTime	BIPOC

Tyler Joe Miller	Canadian
Xan Der	BIPOC
Yola	African-British
Young Tory	BIPOC
WhyG	BIPOC
Zoo Legacy	Middle Eastern Canadian