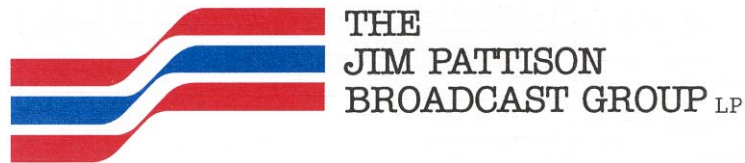


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL
DIVERSITY DURING 2017**

JANUARY 2018



REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2017

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1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2017

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2017. As in prior years, this introduction reviews our high level general strategies on cultural diversity.

As the Commission is aware, our Group is located and operates in western Canada including providing service in Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world. We take pride in our longstanding support for cultural diversity in each city. For example, in Vancouver we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio for the past 28 years. We continue with that partnership today, and as will be revealed by this report, it demonstrates the approach to diversity that we carry and maintain throughout our station group. We operate in 24 communities in British Columbia, Alberta, Saskatchewan and Manitoba, and have made the support of cultural diversity a key component of our business.

JPBG continues to work diligently and with a focus to achieve our goals and objectives under the Employment Equity Act. JPBG knows the importance of ensuring that the stations we operate and the teams we employ are truly successful for many reasons, including having a workforce that is diversified and works together as a team. With our commitment to Total Team Involvement (TTI) and our focus on Employment Equity, we have been able to create an environment of workforce inclusion to the betterment of our team and company. We subscribe to the belief that a more diverse workforce is a more engaged one, while fostering a culture of inclusion and understanding amongst our employees.

JPBG is proud of our current and past record of ensuring the representation of the four designated groups in on-air positions is at the forefront of our hiring practices. Hiring policies and procedures are in place to ensure representation of the four designated groups. We encourage members of the four designated groups to apply for jobs by ensuring that all of our postings contain the statement, *“As part of the Jim Pattison Broadcast Group’s Employment Equity Policy we encourage women, Aboriginal peoples, persons with disabilities and members of visible minorities to identify themselves as this may be to their advantage in helping us correct under-representation of those groups in our company.”*

In 2017, The Jim Pattison Broadcast Group hired 136 people. Of that number 78, or 57.4%, were members of one or more designated groups. Note, due to the fact that some hires were members of more than one group, the following list adds up to more than the 78 hires.

70 were women (51.5%)
4 were Aboriginal (2.9%)
9 were visible minorities (6.6%)
2 were persons with disabilities (1.5%)

Our employment equity status is analyzed after each operating quarter. Quarterly updates regarding new hires, station equity initiatives, news stories aired regarding equity issues, public service campaigns and contacts made with equity groups are reported to our JPBG Employment Equity Committee for review. The JPBG Employment Equity Committee is comprised of volunteers from within our organization, the majority of whom represent one or more of the four designated Employment Equity Groups.

JPBG continues to recognize the diversity of Canadian society and commits to reflect that in our workforce either “on air” or “behind the scenes”. JPBG endorses the Canadian Association of Broadcasters’ Best Practices for Diversity in Radio. As a broadcast group with radio and television stations located in small markets throughout Alberta, British Columbia, Saskatchewan and Manitoba, and ten larger market stations in Vancouver, Victoria, Calgary, Edmonton and Winnipeg, we continue to employ very loyal, long-term employees.

Cultural Diversity and Employment Equity is very front-of-mind at the Jim Pattison Broadcast Group, and the company is pleased to continue focusing on creating an equity environment for the staff. It was only recently in 2016 when our company was recognized for outstanding achievement in employment equity in the workplace from the Minister of Employment, Workplace Development and Labour at the inaugural Employment Equity Achievement Awards. The Jim Pattison Broadcast Group was recognized for its above local market availability representation for Aboriginal peoples and persons with disabilities. As well, the company was acknowledged for achieving an increase in representation in all four designated groups.

The Commission should be made aware that in small and medium radio markets it is extremely difficult to hire well trained personnel that reflect ethno-cultural minorities and Aboriginal peoples. JPBG works closely with broadcast training institutes such as BCIT, SAIT and NAIT to offer practicum positions in our stations so that graduating students from these programs get exposure to the broadcasting business near the end of their course of study. But, we continue to have a major challenge. If the training institutes are not receiving applications for enrollment from the designated groups, how is the industry supposed to fill positions with someone from these groups? This is a challenge the broadcast industry and training institutes must work together on to overcome. Our group continues to work to meet this challenge through the provision of scholarships to try and encourage students from designated groups to obtain the necessary skills and education to be able to enter the broadcasting workplace. Details of our specific initiatives in this regard are detailed later in this report.

JPBG has also initiated several strategies and mechanisms aimed at attracting and recruiting a diverse employee base. We continue to expand our outreach initiatives to non-traditional resources for broadcast employees and have worked on and outreached to agencies such as Aboriginal groups and cultural groups within the markets we serve to increase opportunities to add to the diversity of our operations.

We also have training practices within our broadcast group targeting and ensuring that employees responsible for hiring and managing staff are provided with training on systemic barriers. The first level of training has been raising the awareness of our employment equity obligations and our commitment to diversity which has been communicated through our quarterly manager meetings, as well as our more regular staff meetings within the individual stations. Each of our quarterly general managers meetings has as an agenda item the assessment of the effectiveness of our policies and initiatives in furthering diversity objectives.

JPBG is committed to providing the very best in radio and television programming in a very competitive environment with a team of broadcasters from all walks of life. We assure the Commission that we will continue to strive to meet the best practices for diversity in radio now and in the future.

Turning to the format of this report, we have modelled it in a manner that coincides with the document produced by the Canadian Association of Broadcasters and the Commission focussing on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have been consistent with the efforts detailed in our January 2017 report. We have continued most of initiatives identified last year and have added others in 2017.

2. CORPORATE ACCOUNTABILITY

We understand the importance of leadership involvement in ensuring accountability to meeting diversity commitments. We monitor and report on diversity initiatives on an annual basis.

Our senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The President of the JPBG, Mr. Rod Schween was in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2017.

As for staff accountability and involvement in cultural diversity planning and implementation, we confirm that all employees, both management and staff, are bound by the policies that we have adopted.

Employment and diversity objectives are part of our business plans and guide our day-to-day operations. It is simply good business to be reflective of our community. Our General Managers and senior executives meet quarterly through the year to discuss employment equity and diversity initiatives that are successful within our various operations. The sharing of ideas and successful initiatives results in increased opportunity to achieve our diversity objective.

We ensure staff awareness and involvement by posting our Company “Employment Equity Policy” and our “Non-Discrimination and Duty to Accommodate Policy” in all of our station locations in British Columbia, Alberta, Saskatchewan and Manitoba. Our General Managers meet quarterly with the President and Vice Presidents of the company to discuss employment equity and diversity initiatives. In turn, General Managers meet regularly with on-air and other staff at their stations and employment equity and diversity are mandatory topics of discussions at these meetings.

All of our stations’ General Managers have been charged with understanding and implementing the Best Practices for Diversity and all General Managers are provided with copies of the Commission’s relevant decisions. We continue to look for opportunities within our communities and elsewhere for training in diversity areas. We also ensure that our employees who volunteer their time on our employment equity committee are representative of the designated groups.

The systems we have implemented to ensure we make progress on achieving diversity goals continue to be the following: The JPBG posts its annual employment equity narrative report for all employees and discusses employment equity and diversity objectives with all of our employees during annual Performance Improvement Plan reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce.

The Performance Improvement Plan form, which serves as the basis for annual manager/employee discussions on performance assessments, sets out the company's commitment to "employment equity, increasing diversity and to removing barriers to designated groups." The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving employment equity, improving diversity and removing any systemic barriers. It also ensures that employees are informed of the initiatives the employer has undertaken in relation to diversity.

Every 2 years we have each of our employees at our 24 locations re-submit our company Self Identification Questionnaire which gives each individual an opportunity to review if their designation as a member of one of the four designated groups may have changed since the last review or hire. We recently distributed the forms to employees in the fall of 2017.

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

As will be set out later in this report, we also require all stations to monitor and report on specific diversity initiatives. Station General Managers are directly accountable to the President of the JPBG ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2017.

3. RECRUITMENT AND HIRING

We are pleased to provide the following report on our recruitment, hiring and retentions progress and initiatives over the course of the past year.

All openings are posted within each division of JPBG as our policy is clearly to try and promote internally from the four designated groups for on-air positions. If the opening is not filled internally, then it is posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, as well as internet recruitment sites like Job Shop.ca and Craigslist.

The Jim Pattison Broadcast Group worked diligently in 2017 to continue an internal Employment Equity Job Posting Database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division's region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but by exposing job opportunities to these organizations it can also help increase interest for young people and members of the designated groups to consider careers in broadcasting, and also educate them on what skills and knowledge it will take for them to be successful in this industry.

JPBG also works with various First Nations organizations such as Metis Associations, Saamis Aboriginal Employment, the Miywasin Society Native Employment Centre, as well as

community resource societies like Diversecity and Accessworks to seek applicants for on-air positions. It is extremely difficult to find people with those backgrounds who have training in our industry, and we have been working to try and influence these groups to advise students that these opportunities exist. JPBG staff members are available to talk to students directly as well.

We also continue to work with broadcast communication institutes such as BCIT, SAIT and NAIT to provide practicums or internships for broadcast students seeking employment in the industry. Some of our finest hires have been through this process.

The hiring process for every new hire is reviewed including the number of applicants, how many were interviewed, how many were thought to fall within one of the designated groups and if the successful candidate fell within one of the designated groups. These new hire reports are also sent to the EE Committee for review.

In addition to these specific examples, JPBG continues to implement our general policy, aimed at ensuring that diversity policies and goals are implemented throughout the company:

JPBG has an Employment Equity Policy that states its purpose and commitment to employment equity, names the four designated groups and mentions the need for special measures.

We have many examples in 2017 of diversity in the hirings and promotions at JPBG. Some examples from our different stations are listed below.

One of our divisions hired a visible minority to join their newsroom as a reporter and on-air anchor. He replaced a female visible minority who resigned from the stations and left the industry. For this position we had 40 applications. 10 from women, 1 aboriginal person, 5 visible minorities, 1 person with disabilities.

Of the 6 promotions in 2017 for two of our larger market stations, 3 were women including 2 to Afternoon Drive and 1 to Group Accounts Receivables Coordinator. They also welcomed back a female employee from maternity leave. She self identifies as visible minority as she is 50% Filipino.

As of yearend that same division employed 44 full and part-time employees including 1 female that self identifies as Aboriginal and 3 other females self-identifying as visible minorities and 1 male who self-identifies with a disability.

Those stations also continue to employ a diverse part time street team who are responsible for representing the stations and helping to publicize a wide variety of cultural and ethnic events throughout their city. In 2017, they had 3 members of their street team who were from ethnic minority groups until one member left to go back to school.

Another division in JPBG continue to add and retain staff from the designated Employment Equity groups. In 2017 at least 50% of the new hires in that division were from one or more of the designated groups.

Over the course of 2017, one of our Non-Rated market radio stations hired three part-time team members of culturally diverse heritage, including one member with Japanese heritage and one

member with first Nations heritage. They also retained one full-time team member with Venezuelan heritage.

An announcer was hired for one of our divisions who has a disability. He has proven to be a fantastic addition to the team, and now is the primary back-up for the morning team.

An employee was promoted to the position of Promotion Manager for one of our 3 TV stations. He is a member of a Visible Minority whose family history traces back to Haiti. He has been an important member of the team (shooting and editing video of local news events) since 2007. He now joins the Management team in his new role.

Another of our Metro market stations currently employs 2 individuals who self identify as aboriginal peoples, this represents 6.45% of the total full time staff for their stations. They also employ 4 full time individuals as well as 2 part time individuals who self identify as members of visible minority groups. This represents 12.9% their total full time staff, 22.22% of their total part time staff and overall 15% of their staff.

These full time key employees who have identified as visible minorities include a female manager who was promoted from assistant program director to program director, a female creative writer, a female on-air host and a commercial producer.

A female full time News Anchor/Reporter who also identified as Aboriginal was hired in to join one of our stations in Alberta.

In 2017 a first nation reporter was promoted to a Senior Reporter position. As well, an aboriginal sales manager was promoted to the position of Market Manager for one of our divisions with a multi station cluster.

4. RETENTION

We recognize the fact that we must target diversity in the workplace in more specialized ways due to a very tight labour market, aging workforce and the fact that our workforce has not had much movement in many of our divisions for a number of years. Our policies, procedures and commitment to our team members - ensuring we offer great employment opportunities, benefits, remuneration and a fun workplace environment - has all contributed to our broadcast group employing numerous long-term employees. Our key employment policies referenced below ensure that retention is not a large issue for the JPBG:

- JPBG has an anti-harassment and bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (i.e. sexual, racial, and personal comments). The policy states the company's commitment to providing a harassment-free and bullying-free workplace and gives definitions and examples of harassment and bullying. The policy also describes the complaint procedure and appeal mechanism. It is a requirement that the Policy to be posted in each business unit.
- JPBG has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008, and recently updated in 2017) to contribute to meeting this diversity best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all of our operations and managers have been trained to communicate the importance of these initiatives within our company.

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

JPBG enjoys being able to retain employees who know their work, are loyal to the company and take pride in what they do. The investment we make in these employees to accommodate their needs provides a huge payoff for both the company and the employee. The company is able to retain someone who has the experience and expertise to contribute valuable knowledge to the operation, and the employee has the job satisfaction gained from that valuable contribution. The Jim Pattison Broadcast Group takes pride in its record of achievement in this regard. There is little we can do to force people of diverse cultural backgrounds or from the four recognized groups to join the company, but what we can do, and are doing, is providing information to potential applicants about what the company can offer. However, when we do attract someone we strive to provide the nurturing necessary to allow them to grow within our operation.

Describe how you ensure that your programs reflect and include aboriginal people, people with disabilities, and visible minorities. News and information programming

The JPBG and its individual stations ensure they reflect and portray diversity in its news coverage and information programming and the mechanisms discussed above and the preparation of this annual report assist in assessing progress on diversity goals.

In terms of ensuring diversity in news coverage, all of our newsrooms are members of the RTDNA and adhere to the RTDNA policy statement “everyone’s story reflecting Canada’s diversity”. We also have a company News Reporting Policy and Standards Guide which is distributed to all of our newsrooms for staff to follow. News Directors are responsible for ensuring all their station’s reporters have a copy and adhere to it. In this policy, special attention was given to include clauses on human rights, sex-role stereotyping and religious programming. As well, the policy also details the important Code of Ethics from the RTDNA. That said, many of our operations are in smaller markets and operate music based formats and are not providing editorial perspective on stories. For example, in Vancouver, where we operate The Peak FM (a primarily music intensive station) we actively pursue stories with local reflection which reflect the ethnic communities of Vancouver, including the hiring of on-air hosts from the South Asian and Chinese communities.

As mentioned in our opening comments, we are extremely proud of the long-standing 28 year relationship our Vancouver FM station CJJR-FM has provided by contract SCMO availability to RHIM JIM radio, a South Asian service. This relationship has strengthened our contact with the South Asian community in Greater Vancouver. That partnership provided the experience and the support to our SCMO partner Shushma Datt, the sole proprietor of IT Productions LTD., to pursue and obtain her own stand-alone licence on AM in Vancouver, RJ1200. This foresight and commitment to the ethnic broadcast community is something we are very proud of. This commitment to diversity in radio by a conventional broadcaster is something that was not common 28 years ago.

In terms of ensuring diversity in the experts and commentators used for news stories and ensuring that they do not only comment on issues specific to their cultural backgrounds as indicated, the JPBG did not have news intensive radio formats until fairly recently when two AM radio stations from Saskatchewan were acquired. Because of this, it is very rare for the majority of our stations to consult with an expert on-air. Further, as many of our stations are in smaller markets, it can be difficult to access experts on news topic in any event. Where we do rely on experts, we recognize our commitment to best practices and pursue individuals from a broad range of diverse backgrounds and ensure their comments are not simply limited to topics pertaining to their own ethnicity. This is demonstrated in a number of the story examples listed later in this report.

While our Group has a variety of music formats in a variety of market sizes, all of our General Managers work to ensure that their stations are reflective of their individual communities and undertake significant outreach efforts to build relationships with the diverse cultural communities in which they operate. Examples of internal policies which set the basis for this approach to programming, as well as other initiatives which contribute to this environment, are set out later in this document in our “Outreach” initiatives.

As the Commission is aware, the JPBG is a growing Western Canadian broadcast group which has in recent years moved from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into JPBG, we have been working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity in broadcasting within our radio stations. We continued to make progress in this regard in 2017.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

The Jim Pattison Broadcast Group has always taken special pride in giving young aspiring broadcasters the opportunity to be a part of our operation as interns, and in some cases, eventually full-time employees. We have an ongoing relationship with all broadcasting schools in Western Canada, and in several Ontario locations as well. Over the years, many of our employees have come to us from BCIT in Vancouver, NAIT in Edmonton, SAIT and Mount Royal in Calgary, and Ryerson in Toronto. These students immerse themselves in the radio and television production side of things. The stations have had a very good success rate of hiring these students after their time with the station.

Mentoring is a critical part of the experience at the Jim Pattison Broadcast Group. With a very senior staff, we are able to provide strong mentorship to young employees just starting out. Having young employees working in this kind of atmosphere gives them experiences they may not get in a larger market where there are few strong relationships developed between employees other than on a social level. Our team prides itself on working together to benefit each other. Many of our younger employees have gone on to careers in larger markets, thanks to the mentorship they have received at the Jim Pattison Broadcast Group.

JPBG is most proud to continue the scholarships we instituted in Western Canada. For example, our stations in Alberta, Saskatchewan and Manitoba support the JPBG Prairie Equity Scholarship. The Scholarship was instituted in 2009 to address the shortage of Alberta broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. Two students from NAIT and SAIT were the 2017 recipients of the scholarships. One of the recipients is a first year student in the Radio and TV Program at NAIT who suffers from Arthrogryposis Multiplex Congenita, a disability that effects his joints and muscles. The other recipient is a female second year student at SAIT, majoring in Broadcast News who is an advocate for women's rights. They each received \$2,000 to assist them in pursuing their education and career goals. The scholarship initiative is supported by the JPBG stations in Calgary, Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat, Red Deer, Edmonton, Prince Albert, North Battleford, Meadow Lake and Winnipeg. A record 21 entries were received for the 2017 awards.

JPBG has worked with other agencies to identify training and recruitment programs which may help us meet our diversity objectives. This is detailed below in our individual station reports on Community and Industry Outreach.

The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in broadcasting, the industry will access an untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

BRITISH COLUMBIA

VICTORIA, BRITISH COLUMBIA (CKKQ-FM AND CJZN-FM)

The station General Manager met and interviewed a female ex-military person who suffers with PTSD. She is searching for a new career and wanted to know more about broadcasting.

The Victoria stations hired a volunteer who was with the Promotion department. He is a visible minority interested in a career in broadcasting and has been happy to volunteer and learn about the different aspects of our radio stations.

On average, they provide opportunities for up to four interns a year from BCIT/SAIT/NAIT, which enables young aspiring broadcasters to have a look at the professional side of radio.

NANAIMO, BRITISH COLUMBIA (CKWV-FM AND CHWF-FM)

The Wave and The Wolf, Nanaimo, arranged for a 90-hour work experience program for a local high school student who suffers with Cerebral Palsy. He is a huge fan of rock music and The Wolf and is helping out in the music department.

PRINCE GEORGE, BRITISH COLUMBIA (CKKN-FM, CKDV-FM AND CKPG-TV)

Our Prince George Division continues to host individuals who express an interest in radio, television and digital media. Through their new website they encourage interested applicants to contact them through a video presentation.

Through partnerships with BCIT and other educational facilities in Canada, the Prince George stations host intern students for several weeks each year. These students immerse themselves in the radio, television and digital side of things. The stations have had a very good success rate of hiring these students after their time with the station.

A former broadcast student from Syria was hosted by both News and Creative for a day each. He is a refugee who arrived in Prince George about a year ago and is considering a career in the documentary field.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM AND CIKT-FM)

An individual with a disability continues his mentorship through the intern program set up through YMCA. His autism has not held him back. He is a hard worker and greatly appreciated and cared for by our team. Cam interns in Programming with on-air experience on Q99. He also contributes weekly to Creative/Production and Promotions. His direct mentors are the Q99 Program Director and Promotions Director.

MEDICINE HAT, ALBERTA (CHAT-FM, CFMY-FM AND CHAT-TV)

A female visible minority came to our Medicine Hat stations in the fall of 2017 on an internship with the news department. She is a student at the British Columbia Institute of Technology. Staff were impressed with her skills, and when a temporary maternity leave position came open, they hired her for the position. Should a permanent position come open she would get serious consideration.

Periodically the station General Manager holds Employee Orientation sessions for new employees. The two-hour session includes an in-depth look at the company's Employment Equity process and Harassment Policy. The company's support for cultural diversity is made clear during these reviews.

CALGARY, ALBERTA (CKWD-FM AND CKCE-FM)

101.5 KooL FM continues to fund a 7-year financial commitment to support Western Canada High School's master music program, which provides workshops and mentoring to students enrolled in the music and arts programs. Western Canada High School has a very diverse student population.

SASKATCHEWAN

PRINCE ALBERT, SASKATCHEWAN (CKBI, CJHD-FM AND CHQX-FM)

NORTH BATTLEFORD, SASKATCHEWAN (CJCQ-FM, CJHD-FM AND CJNB)

MEADOW LAKE, SASKATCHEWAN (CJNS-FM)

Our Saskatchewan stations had 2 interns in the newsroom in 2017 - one University of Regina, Journalism (4 months paid) and 1 SAIT, Radio (2 months unpaid) including 1 female who was a visible minority.

MANITOBA

WINNIPEG, MANITOBA (CHIQ-FM AND CFQX-FM)

Broadcaster's Association of Manitoba (BAM) - Local scholarships: \$5,000 given to grade 12 students heading into Communications for under-grad programs.

BAM student conference at Red River College - Took part in roundtable discussions with Creative Communications students answering questions about the industry and encouraging interested students to pursue broadcasting careers.

There are 2 individuals from the SCE LifeWorks program that help with admin tasks including office shredding. Both of these people are here weekly for half days. SCE LifeWorks supports people with intellectual disabilities to work and participate in the community. One of the

individuals is a female who has worked with us for 12 years, with the other individual working at the station for the past 6 years.

6. COMMUNITY AND INDUSTRY OUTREACH

We recognize at the JPBG that radio and television stations are intensively local services with strong ties to their communities.

In 2017 we continued our commitment to outreach to our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba, and we are pleased to describe some of those initiatives here. The JPBG operates in, for the most part, 24 different, distinct communities in British Columbia, Alberta, Saskatchewan and Manitoba. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

The award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to its audiences, along with being totally immersed in the good will of each and every city we operate in. In 2017, the Broadcast Group donated \$22 million in airtime to charity, public service initiatives and local fundraisers. Whether it was B.C. Special Olympics, Edmonton Pride Festival, Operation Red Nose, Waterton Fire Relief, Siloam Mission, Children's Wish Foundation, Kamloops Food Bank or the Heart & Stroke Foundation, the group's radio and television stations were in the forefront of numerous charity and event activities, working together for the betterment of their communities.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2017, which are set out below.

BRITISH COLUMBIA

VICTORIA, BRITISH COLUMBIA (CKKQ-FM AND CJZN-FM)

The Victoria team had the opportunity to attend a 3-hour workshop presented by the Victoria chapter of the Canadian Mental Health Association. The workshop was called “Responding with Respect”. This workshop is designed to help build comfort in talking about mental health and mental illness, and learn how to respond in a supportive way to co-workers who may be experiencing a mental illness. It was attended by about 15 staff members, and feedback was very positive about the content and relevance to our business.

The Victoria station promoted, and one of their staff participated in the annual Wounded Warrior Run BC for Wounded Warriors Canada. This organization helps raise awareness and funds needed to help combat PTSD in our community. WWC helps support our Canadian Armed Forces veterans, first responders and their families. The run is a week-long relay from north to south on Vancouver Island. A staff member from the promotion department took part this year as one of the runners. The stations aired PSAs along with interviews before and during the event. A Q! morning show co-host was the MC of the kickoff and wrap-up events in Victoria.

In conjunction with GT Hiring Solutions (supportive employment specialists), they arranged a tour of the station for one of their clients, a person with disabilities.

The station aired a PSA campaign for an organization that supports and promotes Immigrant entrepreneurship.

The station aired PSA's in May for WorkLink, a local non-profit that helps the unemployed find meaningful work. Many of their clients are from the designated groups.

The station promoted the Victoria Multi Cultural Business Connector. To make it possible for the newcomers to excel in this City, the Victoria Multicultural Business Connector (VMBC), founded by four foreign business owners and a professional, has created a platform for Victoria's immigrants to flourish their ideas into reality and help them to overcome obstacles while they set-up their business or seek high calibre employment. VMBC assists immigrants to find their path to success and help them settle successfully in Victoria!

The station ran a news story and promoted Stelly's Secondary School on the Saanich Peninsula celebrating National Aboriginal Day on June 21st with a new art installation. The Story Pole project is a tribute to the four local First Nations in the area. The school's principal says nearly 100 in 900 students at the school are of aboriginal heritage, and it's important for the school to reflect the community.

The Q and The Zone are sponsors of Victoria's One Wave Festival in September - celebrating the arts and culture of area First Nations. One Wave is a Pacific arts and culture festival produced by Pacific Peoples' Partnership in Victoria BC on unceded Lekwungen (Coast and Straits Salish) territory. Since 2008, One Wave has been a constant feature of Victoria's vibrant festival scene. Linking artists from across the North and South in celebration of diverse expressions of Pacific culture, One Wave Festival aims to build Pacific identity and community.

This year was the tenth anniversary of One Wave Gathering. This milestone will be marked by an unprecedented symbolic public art installation. Four temporary longhouse structures (twenty feet in height) will be raised on the Legislature lawn, a historic Lekwungen village site. Under the direction of contemporary Nuu-chah-nulth artist Hjalmer Wenstob, four youth will create the house fronts in the styles of Coast Salish, Kwakwaka'wakw, Nuu-chah-nulth, and South Pacific traditions. The structures are being raised with the support of the Songhees and Esquimalt Nations and the BC Legislature, in collaboration with MediaNet.

The station promoted the Downie/Wenjack Foundation on-air and in social media, including a live interview with Mike Downie (brother of the late Gord Downie). The Gord Downie & Chanie Wenjack Fund is part of Gord Downie's legacy and embodies his commitment, and that of his family, to improving the lives of First Peoples. In collaboration with the Wenjack family, the goal of the fund is to continue the conversation that began with Chanie Wenjack's residential school story, and to aid our collective reconciliation journey through a combination of awareness, education and action. The Downie Wenjack Fund is a project on the Tides Canada Shared Service Platform.

NANAIMO, BRITISH COLUMBIA (CKWV-FM AND CHWF-FM)

COURTENAY/COMOX/CAMPBELL RIVER, BRITISH COLUMBIA (CKLR-FM)

PARKSVILLE/QUALICUM BEACH, BRITISH COLUMBIA (CHPQ-FM AND CIBH-FM)

PORT ALBERNI, BRITISH COLUMBIA (CJAV-FM)

Our Nanaimo stations did an on-air interview and gave a tour to a group from the Nanaimo Association for Community Living. The NACL is dedicated to supporting people with developmental disabilities.

In Nanaimo, they made an arrangement to record First Nations translator Sewitt Jones, the keeper of the Coast Salish 'Hulkequem' language, for a 13 x ½ hour series. They are charging a minimal amount and providing studio and producer resources to this very worthwhile project.

The Wave and The Wolf provided airtime PSA support and online event listings in February for the Nanaimo African Heritage Society and Black History Month.

In July, The Peak, Port Alberni supported the annual Nuu-chah-nulth summer games – called the Tlu-piich Games – through daily sports updates and on-air interviews.

The station is reflective of the First Nations population in the Alberni Valley by reporting many First Nations news stories, and as an example, during the last weeks of September there were stories on a Hupacasath bid to transform the Clutesi Marina location, the hiring of Hupacasath woman Joleen Dick to the position of executive assistant to the Minister of Indigenous Relations and Reconciliation, a proposal to have a First Nations language immersion program in School District #70, the results of the Nuu-chah-nulth Tribal Council president elections, and progress towards a treaty for the Ditidaht First Nation.

Our Port Alberni station The Peak hosted a recording session for a young Tla-o-qui-aht First Nation girl who was doing voice-overs for the TVO children's show Raven's Quest, and spent an hour with her in the production studio at no charge to the producers.

Other events in 2017:

- They had a very successful Variety Radiothon on The Eagle raising more than \$37,000 in one day to help local kids and families of local kids with special needs.
- Campbell River Wheelchair Fundraiser - hosted by Rotary Club of Campbell River and Campbell River Daybreak Club
- 2017 Boomer's Legacy British Columbia Ride - 10th Anniversary Boomer's Legacy British Columbia Bicycle Ride - Ride supports Boomer's Legacy by raising funds and awareness - PTSD in military members
- 29th Annual Howie Meeker Special Olympics Golf Classic - Campbell River BC Special Olympics
- National Aboriginal Day - Comox Valley

Relevant news stories:

Months after a record setting settlement between the Snuneymuxw First Nation and federal government, acting chief Doug White says he's anxious to get negotiations about the transfer of land back to the SFN underway. There's no timeline yet, but White hopes to make serious headway by the end of the year. He says it's critical SFN receives land they're entitled too because they've suffered decades of setbacks due to their small size.

Parksville's Michelle Stilwell, one of the world's most decorated Paralympians, called it a career ending an international competitive career with seven Paralympic medals, six of them gold. Stilwell said she wanted to spend more time with family.

Snuneymuxw First Nation bought a passenger ferry to provide service between Nanaimo and Newcastle island. Service was to begin on April 1st. Prices would drop \$9.00 to \$5.00. The service would be as frequent as every half-hour in the peak season.

The deadlines are looming for the Salish Sea Trust, who are in the process of having the area designated a UNESCO World Heritage Site. They hit their first target in January of putting together a campaign emphasizing everything great about it and now they're asking for the public's help to make it on the UNESCO shortlist. Laurie Gourlay, interim director of the Salish Sea Trust, said they have until April 30 to gather letters of support from residents and committed environmentalists about why the Salish Sea should be protected. He said their association with two world renowned National Geographic photographers, Paul Nicklen and Cristina Mittermeier, has given them a significant international boost.

Snuneymuxw First Nation (SFN) added their name to a growing list of local organizations that want to see the Nanaimo Port Authority's (NPA) management of the city's harbour come to an end. Earlier this week, Snuneymuxw Council unanimously passed a motion to join Nanaimo Council and the Nanaimo Marina Association. The waters are of "critical importance" to Snuneymuxw and are treaty-protected, the release said. "Snuneymuxw has been largely excluded from decision making and benefits of the harbour." Chief John Wesley said SFN is looking for a new, respectful approach to governance.

Years of planning are starting to show for Stz'uminus First Nation, whose ambitious property development vision is becoming reality. The band's Oyster Bay Development (OBD), 65-acres straddling the Trans Canada Hwy just north of Ladysmith, had a new gas station and Tim

Hortons open last week at Oyster Sto'Lo Rd. Coast Salish Development Corporation CEO Ray Gauthier, said pre-construction work has begun for an 81-room hotel in the same area, which Gauthier expects will open in May 2018. Gauthier said these and several other development projects will provide short, medium and long-term benefits for Stz'uminus members.

Vancouver Island University-Nanaimo's first Indigenous counsellor is addressing trauma from her student's past in order to help set the next generation up for a more productive future. Noelle Hanuse, from Oweekeno and Klahoose First Nations, started at the university's Nanaimo campus in January. She already has roughly 20 clients, half of whom identify as Indigenous. "I see my work as soul work," she said. "The soul has been wounded with historic trauma and I meet a client soul to soul. Because of the systemic genocide that's been inflicted on many First Nations people, the interventions must address this specific trauma to that individual or group." Depression and anxiety are the two most common symptoms she treats.

Nanaimo's Old City Quarter is pulling back the curtain once again to show off an inclusive Nanaimo with the 2017 multicultural festival. Kait McDonald, one of the main organizers of the free 2017 event, said there's a misconception the City isn't very diverse and the festival is a chance "for everyone to come together and see just how (varied) Nanaimo is." Starting at 10:30 a.m. on Saturday, June 24 in the Old City Quarter, local artists, musicians and chefs will be joined by other artists from around the world, as well as organizations such as the VIU international student program and immigrant welcome centre. "It's a really welcoming, safe, gentle space to come," McDonald said. "There's lots to see, lots to love and lots to learn."

Downtown Nanaimo will be filled with the sights and sounds of jingle dresses and traditional First Nations singing for National Aboriginal Day. On Wednesday, June 21, celebrations will first happen on Newcastle Island from 12 to 3 p.m. and then move over to Maffeo Sutton Park until 8 p.m. Various groups, such as hoop dancers, singers and carvers will fill both sites for the free event. Last year more than 3,000 people turned out for the event. Though it's just one day, Beaton said it represents the continued success of Indigenous, Metis and Inuit people all year long, which he said is especially important for their youth.

An upcoming excursion along Vancouver Island's rivers and coast will help Indigenous youth engage with their heritage and culture. This year, youth from Kw'umut Lelum will canoe for two weeks from Port Renfrew to Campbell River in August as part of Tribal Journeys 2017. It's an annual trip designed to reconnect Indigenous teens and young adults with their heritage by visiting other bands and communities along their path. "A lot of kids, when they come into our care, are disconnected from their community and their culture," Kw'umet Lelum executive director and city councillor Bill Yoachim said. "This is a start of bringing the kids back...in a sensitive, beautiful experience."

Northern Sea Wolf has been selected as the name of a ferry that will serve a new mid-coast service from Port Hardy to Bella Coola. BC Ferries says the vessel has been acquired from Greece and it will begin service next summer. The name is inspired by a First Nations legend in which the Sea Wolf is a manifestation of the Orca. Officials say the Sea Wolf symbolizes family and loyalty and the spirit of the Sea Wolf protects those travelling through the waters.

Members of two First Nations say they have occupied salmon farms off the North Island. Chief Willie Moon says about five protesters plan to stay until the provincial and federal governments revoke permits for the Marine Harvest Canada fish farms. Spokesman Ian Roberts says the

company is very concerned about what is now a very unsafe situation and has asked the groups to leave.

VANCOUVER, BRITISH COLUMBIA (CKPK-FM AND CJJR-FM)

Both JRfm and 102.7 THE PEAK takes into consideration the importance of cultural diversity when planning participation in community events.

Some events covered in 2017 include:

- Rugby Sevens World Tournament – bringing together teams from many different ethnic and cultural backgrounds. Both stations contribute a lot of on-air, online and on-site support for this tournament.
- Chutzpah Festival – an International Jewish Performing Arts Festival
- Surrey Fusion Festival – this is a large celebration of multicultural food and music, both stations have supported this event for the last 5 years.
- Greek Day on Broadway
- Cinco de Mayo – en la Casa de Amigos downtown Vancouver
- Vancouver Folk Music Festival – featuring a wide variety of international and multi-cultural performers
- Khatsahlano - The name of this festival pays tribute to the First Nations that inhabited the area for over three thousand years.
- Canada 150 Events in various cities, including Vancouver's UNITE – Celebrating the diversity, communities and cultures that make Vancouver and Canada so unique.
- Vancouver Chinatown Festival
- Richmond World Festival - Richmond's major multicultural festival
- Westward Music Festival – 102.7 THE PEAK was the presenting media partner for Westward Music Festival with headlining act A Tribe Called Red, a Canadian music group who blend a variety of music styles with elements of First Nations music.
- Vancouver International Film Festival – a not-for-profit cultural organization whose mission is to produce screenings, talks and events as a catalyst for a diverse community. 102.7 THE PEAK has been a media sponsor for the last few years.
- Rising Eagle First Nations Reconciliation Concert – A free concert in the park featuring First Nations entertainment and speakers, as well as speeches and apologies from the churches of the tri-cities to the First Nation community. JRfm was a sponsor of the event and provided media support.
- Celtic Fest Vancouver – brings together community in an annual celebration of Celtic Culture, delivers education on global Celtic heritage art and traditions.

- Greek Day on Broadway – the largest one day Greek Cultural festival in Vancouver and the grand finale in a month long Greek Heritage Festival presented by the Hellenic Canadian Congress of BC.

- Scandinavian Midsummer Festival – traditional Scandinavian entertainment and activities, folk dancing, cultural displays and food.

The Vancouver Division was also approached by a group representing Rising Eagle, a First Nations Reconciliation Concert. The station was asked if it was possible to promote this concert in Coquitlam. The purpose of the event was to showcase and educate about First Nations culture and history in the spirit of reconciliation. The goal was to garner a new era of respect, cooperation, trust and friendship between first peoples of this region and the church. They ran PSA's briefly explaining purpose behind this event and encouraging our listeners to attend the concert at Town Center Park in Coquitlam.

KELOWNA, BRITISH COLUMBIA (CKQQ-FM AND CKLZ-FM)

We promoted the following events and activities in 2017:

- Internationally-acclaimed Haitian photojournalist Carl Juste speaking about his life behind the lens and struggles growing up in Haiti.
- The Multiculturalism Music Innovation Grant Program designed to fund projects that raised awareness of B.C.'s multicultural identity.
- The Kelowna Buddhist Temple being provincially recognized by the government for its heritage values and significance to the Japanese-Canadian community.
- Kelowna Maple Fest, a 3-day French Canadian festival put on by the French Cultural Club and presented by our radio stations.
- All-Native Basketball Tournament
- West Bank First Nations Career Day was promoted for no charge through PSA's
- BC Culture Days
- National Aboriginal Day

In addition to the on air and website support:

- The station's charity 'Kids Care' has a 5 year commitment to fund bursaries to two aboriginal students at Okanagan College who have a need for child care.

KAMLOOPS, BRITISH COLUMBIA (CIFM-FM, CKBZ-FM AND CFJC-TV)

B100, CIFM and CFJC-TV were all very involved in the promotion of the BC Special Olympics Summer Games held here in Kamloops July 6 - 9. They had announcers volunteering their time to help with marshalling at track and field events, softball and bocce and Mc'ing events, like the opening ceremony.

The hour-long Midday Show at noon on CFJC-TV continues to give us the ability to showcase a diverse spectrum of individuals in the community and promote exciting events of interest to local viewers. Some of the guests in 2017 included:

- a technology guest who is of Japanese ethnicity
- a weekly cooking feature with a variety of ethnic chefs making appearances
- a local resident who was also running as a Zimbabwean Presidential candidate
- an author promoting his book on PTSD
- an organizer of the first local Gay Pride Parade
- aboriginal fashion designers from Australia promoting a First Nations fashion show to raise money for missing and murdered women
- a member of the Kamloops Therapeutic Riding Association promoting a fundraiser for special needs children to use horses for therapy

The award-winning CFJC-TV Evening News has also reported on many news stories throughout 2017 of relevance to cultural diversity. Some of the examples included:

- Former Neskonlith Indian Band Chief Art Manuel passes away. Focus on his life, his accomplishments in fighting for indigenous rights
- Two separate stories dealing with the persecution of Muslims. Local Christian Churches speak out about the need to understand Islam and its principles. Second story dealt with support of Muslims at a local mosque.
- Story on White Cane Week - improvements to deal with blindness and the ability of people to cope with blindness- getting around in their community and new aids to help them
- Tragedy of missing and murdered women continues - new study finds inadequate training may have led to poor investigation of a number of cases. Interviews with experts on the horrible cases of missing indigenous women and the ongoing search to find them
- Diversity walk - designed to raise awareness of the diversity of Kamloops residents, a look at the huge population of international students at TRU and why diversity is so important in modern society
- Two Kamloops First Nations declare their opposition to the proposed KGHM- Ajax copper-gold mine. The story dealt with their opposition, but also looked at the traditional lands arguments that continue to dominate issues with First Nations
- Story about former Kamloops Indian Band Chief Shane Gottfriedson's resignation from the Assembly of First Nations over social media post which contained picture deemed inappropriate and offensive to women
- Story on assisted-walking devices being developed for use by the handicapped and mobility-impaired people
- First Nations author and editorialist Richard Wagamese passes away. This was the first of several stories and interviews dealing with Wagamese's impact on First Nations viewpoints. Wagamese had authored several books, was a columnist in several newspapers, and for some time was an on air columnist for CFJC TV with his program One Native Life. Subsequent stories involved interviews with his family, his funeral and his legacy

- Story on possible transit for Tk'emlups Indian Band lands, the value to the band and what it would mean to its members
- Plaque is revealed at the Chinese cemetery to raise awareness of the sacrifices made by Chinese workers in the construction of roads and railways to build the province of B.C.
- Follow-up story on Cultural Diversity - focus on interviews with International Students at TRU and how they find the cultural diversity at the University increasing their understanding of others.
- March 31st - The Brain Injury Association gets funding to work on special projects and increasing awareness of the needs of those with brain injuries and how those not suffering from brain injuries can relate to those who do, and how to be inclusive of those groups.
- Stk'emlupsemc te Secwepemc Nation forms support group and gains support from 30 allied organizations to fight for Indigenous rights
- Local First Nations talk about support necessary to push for the implementation of the Murdered and Missing Indigenous Women's Inquiry
- Wellness Classes for mental health patients to help deal with developmental and physical disabilities
- Housing by disabled, low income families, single women, single moms and other groups who are affected by lack of income
- Day of Suwentwecw held in area schools to celebrate and learn about First Nations Culture and History
- Feature on Boogie the Bridge - value of running as stress relief, dealing with mental issues
- Sikh Vaisakhi Celebration - coverage of celebration and discussion on its significance to the Sikhs
- Announcement for Special Olympics to be held in Kamloops in July- who it supports- how we can support the special athletes, how we can get involved in the Games
- Mental Health Week- events, more to be done to deal with the issues, and various treatments and protocols available

CRANBROOK, BRITISH COLUMBIA (CHDR-FM AND CHBZ-FM)

There are a variety of stories the Cranbrook Division regularly covers that represent different aspects of cultural diversity in East Kootenay communities.

A significant resource for our Cranbrook Division in the newsroom is the Ktunaxa Nation. The Nation is a unique governmental body that represents several First Nations and Indian Bands in the region. They speak to Board Chair Kathryn Teneese and other representatives about

everything from local initiatives, some of which are national news, and national news that have local implications.

Indigenous

- In February, they did a story about Indigenous delegates from Australia visiting the Ktunaxa Nation part of a North America tour to see example of self-governing aboriginal authorities. The two sides talked about issues facing Indigenous peoples in their respective countries and the Ktunaxa discussed Canada's process of reconciliation with their Australian counter parts.

- In April, they reported on one of the positive aftereffects of the controversial deer cull in Cranbrook. Approximately 800 pounds of meat collected from the cull was donated to several local groups including the Ktunaxa Nation's Street Angels program which said they were in dire need of food for the hungry.

- In late June, they talked to members of the Ktunaxa as well as Sophie Pierre, Order of Canada recipient and former local First Nations Chief, about the mixed emotions from the Indigenous community about the Canada 150 celebrations.

- In July, they followed local athletes at the North American Indigenous Games in Toronto.

- In November, they closely covered the Supreme Court of Canada decision on the Ktunaxa's challenge of the proposed ski resort. The decision had potential to set legal precedent and made national news.

LGBTQ

- The Cranbrook stations did several stories this year about the symbolic "Rainbow Crosswalk" being painted in communities across the region. One of the best stories was the fact youth were behind the push in Fernie, which encouraged the School District to do subsequent initiatives of their own.

- In October, they reported residents in Fernie organised the city's first ever Pride event. "The Elk Valley Pride Festival" came to fruition after organisers heard from many people in the smaller region, there was little awareness of the gay community that existed.

Accessibility

- In February, they produced a story about a disability advocacy group, People First BC, claiming Cranbrook was in an accessible transportation crisis. This led to several follow up stories about efforts to and issues around accessibility.

- The Cranbrook news department has been following a yearlong fundraising effort by an arts centre in Kimberley to raise enough money to install a wheelchair accessibility lift to the theatre. The latest story in December was an update the fundraising group had secured a \$75,000 grant that would allow them to start construction.

Immigration

- At the beginning of 2017, they did several stories about local groups continuing efforts from

the previous year to bring refugee families to communities such as Cranbrook and Kimberley. These families came from places like Syria, Pakistan and Ethiopia. They spoke to organizers about what the families needed, how they were adapting to life in Canada, and how residents can help.

PRINCE GEORGE, BRITISH COLUMBIA (CKKN-FM, CKDV-FM AND CKPG-TV)

The Third Annual Inspiring Women Among Us occurred in November. The theme this year was “Women, Work and Allies,” and it was opened by Melanie Mark, the first First Nation woman elected to the Legislative Assembly of British Columbia and to serve in the Cabinet of British Columbia. IWAWU 2017 included workshops, art activities, movies, lectures and more. Brenda Clotildes, Television Production Manager, was part of the organizing committee, helped host the art cabaret, and coordinated Jim Pattison Prince George’s sponsorship with the organizers.

The Prince George Division purchased a full page, full colour ad in the 2017 Carrier Sekani Family Services Annual General Assembly report. Eleven First Nations are part of this organization, which works to improve the health and well-being of their communities.

The stations in Prince George also completed a 20 minute non-broadcast video for the Northern BC First Nations HIV/AIDS Coalition. This was presented at a general meeting of the Coalition and was very well received. Not only was the project lucrative from a business perspective, it has cemented relations between the stations and Carrier Sekani Family Services, and they anticipate further business from them.

News

CKPG TV News produces hundreds of original stories a year. Many are relevant to diversity. Here is a sample of a few:

They covered a story which revealed there are 24 recorded First Nations archaeological sites within the municipality of Prince George. The Exploration Place is a repository where some of those items are kept. This summer, it plans to open a First Nations gallery, so the public can see samples of the treasures found locally.

A survey of nearly a thousand people and organizations across 20 Northern communities has highlighted poverty as the single largest barrier to growing up healthy, especially for First Nations. Northern Health produced a lengthy report looking at some of the challenges to maintaining a healthy environment for children. A key barrier identified was transportation in remote areas of the north.

A new 800 thousand dollar pavilion will be built this summer at the picnic area in Lheidli T'enneh Memorial Park. The federal government and the City are splitting the cost. The new structure will also feature some of the history of the Lheidli T'enneh.

Greyhound Canada announced they wanted to seriously reduce and/or cancel routes in Northern BC. This would be extremely detrimental to many First Nations communities.

The Chief Commissioner of the national inquiry into Missing and Murdered Indigenous Women and Girls visited the Nadleh Whut'en First Nation near Fraser Lake.

The Carrier Sekani Tribal Council says more needs to be done when it comes to restoring salmon returns.

Promotion In Kind

On Air support: Every year the Prince George Division support hundreds of causes, these are a sample:

- Boogie with the Stars (Money to Spirit of the North Healthcare Foundation for specialized wheelchairs for the Occupational Therapy department)
- Black History Month
- International Women's Day (breakfast hosted by the Honorable Shirley Bond, MLA for Prince George – Valemont)
- Ride Don't Hide: fundraiser supporting the Canadian Mental Health Association, with a goal to break the stigma of mental illness and help raise funds to improve mental health in our community
- Binche Keyoh Bu Society's Fathers Day Fishing Derby: First Nations organized fishing derby
- Canada 150 Celebrations: various events, including a music festival and Canada Day in the Park, hosted by the City of Prince George and the Immigrant and Multicultural Heritage Society.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM AND CIKT-FM)

Outreach

Horse Lake First Nations Job Fair – They provided \$2,000 Gift in Kind advertising on Big Country and Q99.

Aboriginal Head Start was one of the recipients of toys and funding from the annual Big Country Big Toy Box Christmas Campaign. As a thank you they presented our Grande Prairie team with a traditional Aboriginal Drum which is proudly displayed in our lobby.

The station installed a community board in the front entry way with the specific purpose of having Cultural Diverse organizations use it to post events free of charge. Since the board went up there has been a lot of interest!

Big Country Afternoon Drive host JP (Justin Pautonnier) is the yearly host of the Goodwill Awards recognizing the disabled in our community. In 2017 JP was recognized with an award as well as the Ambassador of the Year!

News

News stories on-air and on-line featured Metis Local 1990 President Angie Crerar visiting Ottawa to meet Prime Minister Justin Trudeau during the Metis Nation Crown Summit. Angie is also the grandmother of one of the sales reps at the station.

The News team also reported on and interviewed Alberta Premier Rachel Notley during her visit to Grande Prairie Regional College in September. The Premier was in Grande Prairie to discuss a development strategy for Treaty 8 First Nations. The strategy includes focus on Aboriginal health care, Language and Culture.

News also covered Grande Prairie Aboriginal Orange Shirt Day through the Aboriginal Circle of Services. Orange Shirt Day was about sharing stories of Residential schools with younger indigenous generations.

LETHBRIDGE, ALBERTA (CHLB-FM AND CJBZ-FM)

In 2017, here are a few of the stories our newsroom reported on.

The first draft of Lethbridge's community implementation plan for Aboriginal reconciliation is expected by the end of February. Inclusion specialist, Roy Pogorzelski, explained that it will break down all 94 recommendations from the Truth and Reconciliation Committee, listing what the community will be responsible for. The Urban Aboriginal Inter-Agency Committee, created last year, recently updated council regarding the best practices research and consultations they've been conducting with elders to-date.

For the first time, Lethbridge College is celebrating Black History Month. Justice Studies Instructor Ibrahim Turay, who is originally from Sierra Leone, has taken the lead, and hopes to educate people of all colours and ethnic backgrounds. "Diversity makes us stronger and beautiful as a community. Celebrating this event helps students from this community feel welcome and is a way to teach everyone about the history of black people."

Following the global recognition of International Women's Day the question of how much progress has been made towards gender equality came up for discussion at SACPA. U-of-L professor, Dr. Caroline Hodes, says she's optimistic especially after the women's marches in the United States and around the world after the election of Donald Trump. She says the next step must now come at a federal policy level with the government addressing things like child care, housing and poverty.

A new handicap accessible van will help Lethbridge's diversion outreach team transport vulnerable residents to much needed shelter and health services. They've done 10,000 interventions since the program started in 2015, and demand is ~~only~~ on the rise.

More than 200 students from the Blood Reserve had the chance to brush shoulders with a Hollywood actor Tuesday morning. Eugene Brave Rock is an accomplished actor, musician and stuntman, born and bred in Stand Off. He was most recently cast as The Chief in the newest Wonder Woman movie.

The downtown is now loud and proud with new rainbow and transgender flag coloured crosswalks. Not only that, but Lethbridge is now the first city in the world to install transgender coloured crossings. The project has been in the works for the past year, and was funded by the Lethbridge Pride Fest Society.

A Lethbridge aboriginal artist says it was meant to symbolize unity - and that's exactly what it did this morning. Dozens of volunteers came to the coulee overlooking Fort Whoop-Up to help

Sarah Russell recreate her symbol from white-painted rocks, after the original was rearranged into a crude illustration last month. People formed a chain up the side of the hill, and passed freshly-painted rocks up the chain, where they were arranged into the Blackfoot symbol Russell had chosen to bring all people together.

The Alberta government has taken action to increase the number of Indigenous language instructors in the province and increase efforts to preserve and strengthen language learning in communities across the province. The government has made a \$665,000 grant available to the Canadian Indigenous Language and Literacy Development Institute, which is expected to help maintain Indigenous languages for Alberta students. The money will be used to ensure instructors have the training and certification needed, to strengthen indigenous language learning in communities across the province.

German is Lethbridge's second largest mother tongue, according to the latest data from Statistics Canada. A large release of results from the 2016 federal census reveals 4,500 people in the Lethbridge Census Metropolitan Area who responded with German as their mother tongue, defined as the first language the individual learned to speak at the home and can still understand.

The U-of-L will see five outstanding members of its community, including four alumni, participate in a decades-long custom, as they are honoured with a Blackfoot name as part of the traditional naming ceremony. The University is located in Treaty 7, the heart of traditional Blackfoot Territory.

About 100 people turned out at Lethbridge City Hall this morning (Wednesday) for the 8th annual "Citizen Walk About" for people with disabilities. Participant Gwen Rowley says while rights for the disabled have come a long way, it's still important to raise awareness.

As the first indigenous candidate in Lethbridge to run for a seat on city council in the last civic election, Martin Heavy Head now says he's also happy to be the first one to run for mayor. Heavy Head says he's lived in Lethbridge most of his life, and studies psychology, philosophy and political science at the University of Lethbridge, along with general sciences. Should he become mayor, as a person of Blackfoot and Cree descent, he wants to improve relations between the Blood and Piikani Reserves and the City of Lethbridge.

The picture of Lethbridge and immigration is changing. According to the 2016 census, one in four recent immigrants who moved to Lethbridge were born in the Philippines. The rest of the top five are Bhutan, Nepal, the UK, and India. Recent immigrants account for three per cent of Lethbridge's population. More than 13 per cent of the population were born in another country. The top five are the UK, Netherlands, Philippines, U.S., and Mexico. More than one-fifth of Canadians were born in another country, near a record set in 1921

A growing percentage of Lethbridge's population identifies as Aboriginal. Results from the 2016 census indicate 5.4 per cent of residents of the Lethbridge Census Metropolitan Area identified themselves as Aboriginal. That's up from 4.3 per cent in both 2006 and 2011. While the Lethbridge CMA saw 23.1 per cent growth between 2006 and 2016, the Aboriginal population jumped by 54.1 per cent during that same time.

Summary: In 2017, the Lethbridge News Department completed over 1,750 local stories and just over 135 dealt with diversity.

MEDICINE HAT, ALBERTA (CHAT-FM, CFMY-FM AND CHAT-TV)

Our Medicine Hat radio and TV stations have continued with a campaign began in 2016 which was prompted by a desire to welcome diversity in our community. This cultural diversity campaign runs under the overall campaign title "Different is Good". The commercials profile individuals who have emigrated from other countries and made a tangible difference in the betterment of our community.

The station produces a monthly feature entitled "Heart of the City", which profiles non-profit initiatives and organizations in the city. Many of these features touch on Diversity issues, including one feature on the Miywasin Centre (Aboriginal support and education), and another on local athletes training for the Special Olympics. This series won a Television Gold Medal Award from the Western Association of Broadcasters in June of 2017.

The Jim Pattison Broadcast Group in Medicine Hat were Media Sponsors with the 2017 Alberta Special Olympics. In addition, Radio Program Director Mike Doll was on the Board of Directors for the event.

During the summer, TV Promotions Manager Jaime Gale toured a group of developmentally disabled adults through the station. Apparently, they had a very good time!

During the annual CHAT 94.5 FM Food Drive in November, the Medicine Hat hired members of the REDI group (developmentally disabled adults), to help on the annual food drive. Radio Promotions Manager Kristina Twork says this has become so popular with REDI clients that there is a lottery at REDI to pick those who go on the bus.

JDBG Medicine Hat donates matching advertising to non-profit groups who advertise with the stations. Groups like Saamis Aboriginal Employment have benefited from this initiative.

Our radio stations play the music of Visible Minority and Aboriginal artists like Tebey, Crystal Shawanda, John Legend, Drake and OMI.

News

The stations covered many news stories on CHAT TV throughout 2017 that reflected the Cultural Diversity of the Medicine Hat community.

In January, they reported that after over 1,200 calls to police dealing with mental health issues in 2016, the Medicine Hat Police Service and Alberta Health Services developed a program that pairs mental health workers with police officers to assist with calls around mental health issues.

In February, they covered a "Stand for Diversity" rally in Riverside Veterans Memorial Park that included a group marching for missing and murdered aboriginal women. They also spoke with a Muslim woman who debunked the myth that Islam controls women. They also covered an open house at the local mosque that aimed to educate people about Islam and counter misconceptions about treatment of women.

In March, they covered the one year anniversary celebration as a family of Syrian refugees reflected on the welcome they received in the community.

In May, they aired a story about transgender advocate and author Jessica Herthel, who visited Medicine Hat after reading a story about a Medicine Hat mother with a transgender child who

was ordered by a judge not to wear girls' clothing, even though it's the gender the child identifies with.

In June, they reported on how local Muslims were celebrating the Holy Month of Ramadan.

In July, Medicine Hat hosted the 2017 Alberta Special Olympics - and our Medicine Hat stations provided extensive coverage on the athletes and their stories.

In August, they reported that the Medicine Hat Pride Association was pleased with monthly coffee night; a safe place for conversation across the LGBTQ community.

In September, they reported on new voting machines the city of Medicine Hat was using to help people with disabilities exercise their democratic right.

CALGARY, ALBERTA (CKWD-FM AND CKCE-FM)

101.5 KooL FM promoted and actively participated in the annual Easter Seals Drop Zone. The KooL morning show rappelled down the side of a downtown high-rise building in order to raise awareness and funds for peoples with disabilities

RED DEER, ALBERTA (CHUB-FM AND CFDV-FM), DRAYTON VALLEY, ALBERTA (CIBW-FM) AND ROCKY MOUNTAIN HOUSE, ALBERTA (CHBW-FM)

BIG105 and 1067 The Drive sponsored Canada Day Celebrations in Red Deer. \$2,500 of the station's Canadian Talent Development money went into sponsoring this day which included many diverse cultures showcasing their talents. Some examples were the "International Women of Purpose" which was made up of African women, Global Filipino Dance Group, Dora Wayne with her Indian Classical Dance, Big Voices which is a Native Drumming Circle group and many more. The team was on location all day and MC'd part of the event.

In September the morning show team on The Drive attended Lindsay Thurber's DYEversity Day. They talked about it on air and posted from the event on our insta-story. Participants took turns walking or running around the LT track. These booths gave students the opportunity to learn more about other cultures represented at Lindsay Thurber. The event begins with an opening ceremony at 11:00 am followed by an inspirational student speaker. When a student was not walking the track they were enjoying the music, activities, food, entertainment organized on their behalf. An addition to this year's event were booths set up around the school grounds that students visited to gain an understanding of other cultures represented at Thurber. A highlight of the day was the dousing of participants in different colored powders at intervals throughout the day - a unique way of recognizing the multicolored fabric of our school.

Red Deer Native Friendship Society BIG 105 and 1067 The Drive has jumped on board this year with the Red Deer Native Friendship Society. Each month they support them by posting their upcoming events on our website. The stations were also signed up to MC and judge their Talent Show but unfortunately this was cancelled.

Access for All Barrier Free Playscape - Red Deer has started an initiative to create playgrounds where all children are able to play, especially children with physical disability. BIG105 and 1067 The Drive has joined up and sponsored a few of their events to raise funds for the playgrounds.

One event was a run called Chocolate Chase, where they were on-site during the race and gave lots of promotional support. They also supported their fundraising BBQ and Grand-Opening of Phase 1.

SASKATCHEWAN

PRINCE ALBERT, SASKATCHEWAN (CKBI, CJHD-FM AND CHQX-FM)

NORTH BATTLEFORD, SASKATCHEWAN (CJCQ-FM, CJHD-FM AND CJNB)

MEADOW LAKE, SASKATCHEWAN (CJNS-FM)

50% of the residents served by our Saskatchewan radio stations is of First Nation descent. The stations have an aboriginal affairs reporter who is also First Nations and specifically focuses on aboriginal affairs issues. These stories are carried across all JPBG radio stations in Saskatchewan.

Our North Battleford stations were major sponsors and provided coverage for a pow wow in the city.

The stations organize a food bank radiothon in December in Prince Albert. While this benefits the entire community, the whole community includes a large aboriginal population.

The newsroom did a series of stories telling the stories of immigrants to Canada to mark Canada 150.

They also reported on plans by the James Smith Cree Nation to host a gay pride dance.

The stations reported on a female Cree doctor who was appointed to a provincial health board. The doctor is a member of the Poundmaker First Nation.

They carried extensive news coverage of National Aboriginal Day on June 22nd.

Indigenous veterans were also profiled by our newsroom for Remembrance Day.

The newsroom did a series of stories on new refugee families and community sponsorship efforts.

The Jim Pattison Broadcast Group sponsored a Citizenship Ceremony in Prince Albert as part of Canada 150 events. 27 individuals became new Canadians that day!

MANITOBA

WINNIPEG, MANITOBA (CHIQ-FM AND CFQX-FM)

Our Winnipeg Division supports and promotes Folklorama (ethnic food festival) and Festival du Voyageur (French cultural festival).

QX104 is a presenting sponsor for the Manitoba Country Music Awards, which includes Indigenous music awards categories.

Don Amero, a local indigenous country artist, has been featured with a QX104 Boss Tunes Live feature segment and his single was played on our New To You At 2:02 feature.

Although Country Music is one of the least culturally diverse formats, both Jojo Mason and Darius Rucker are played regularly on QX104 and both would be considered ethno-cultural minorities.

Other Events

- First Nations - LITE (Local Investment Towards Employment) - Blueberry Pancake Breakfast
- Crusin' Down the Crescent - Children's Rehabilitation
- Manitoba Swimability Golf & Gala - Making Waves, swimming lessons for disabled children
- Manitoba Wine Festival in support of Special Olympics

7. INTERNAL COMMUNICATION

Each station or corporate group will ensure that diversity commitments are communicated within each station or corporate group to all staff members.

In terms of how diversity objectives and information are communicated between our corporate headquarters and individual stations, and to all staff as discussed above, we hold quarterly meetings with our General Managers which have an agenda item dealing with Employment Equity and Diversity. These managers meet weekly with department heads at our 24 locations to discuss news, programming and employment matters. We post our employment equity and diversity related policy documents at all our locations.

Staff members are involved in planning to increase the inclusion and representation of diversity in all areas of station operation as appropriate. Staff members are also encouraged to celebrate the diversity of the communities we serve by the active involvement in community events each of our stations support. On a more formalized basis, our Employment Equity Committee serves as a vehicle to ensure our stations are inclusive and reflective of our communities.

NAIT & SAIT Students Win Equity Scholarships

A student from the Northern Alberta Institute of Technology in Edmonton, and another from SAIT Polytechnic in Calgary are the 2017 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarships.

Chad Booth is a first-year student in the Radio and TV Program at NAIT. A resident of Sherwood Park, Alberta, Chad has been successful in spite of suffering from Arthrogyriposis Multiplex Congenita, a disability that effects his joints and muscles.



Chad Booth gets his scholarship check from JPBG Edmonton's Jason Shanofar.

“I am dedicated to helping other people with disabilities realize their full potential,” says Chad, “I want my peers to recognize my potential and judge me for what I do and say, and look beyond the physical difference.”

People who know Chad describe him as “determined, intelligent and capable”, and “a valuable member of the community.”

Among his community credentials, Chad served on the Strathcona County Youth Council, including a stint as vice president. He currently co-hosts a radio show at NAIT, and hopes to work in radio when he graduates.



JPBG Calgary GM Jamie Wall presents Jessie Weisner with her award.

Jessie Weisner is in her second year in the RTBN Program at SAIT, majoring in Broadcast News. Losing a brother to cancer at a young age prompted her to activism in childhood cancer awareness, and eventually into women's rights.

At age 16, during a self-funded trip to El Salvador, she came face to face with prejudice and sexual assault against women. “They did not have the resources to escape their situations,” says Jessie, “I remember these

women whenever I take charge in spreading awareness on female rights and opportunities.”

Jessie is described as a a “top student”, “driven and dedicated” and “an incredible young lady”.

Describing the passion she has for her chosen field, Jessie notes, “I truly believe that broadcasting is where I’m meant to be in life, and I’m so excited to get it started.”

The Equity Scholarship was instituted in 2009 to address the shortage of broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in broadcasting on the Prairies, the industry will access an untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

Chad Booth and Jessie Weisner have each received \$2000 to assist them in pursuing their education and career goals.

The scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

- 101.5 KOOL FM, Calgary
- WILD 95.3 FM, Calgary
- BIG WEST Country (CIBW FM), Drayton Valley
- B-94 (CHBW FM), Rocky Mountain House
- Big Country 93.1 FM (CJXX), Grande Prairie
- Q99 FM (CIKT), Grande Prairie
- Country 95.5 FM (CHLB), Lethbridge
- 102.3 NOW! Radio, Edmonton
- up! 99.3 FM, Edmonton
- QX 104, Winnipeg
- FAB 94.3, Winnipeg
- Mix 101, Prince Albert
- Today’s Country 900 CKBI, Prince Albert
- Power 99 FM, Prince Albert
- B-93 FM (CJBZ) Lethbridge
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM (CFMY), Medicine Hat
- BIG 105 (CHUB FM) Red Deer
- 106.7 The Drive (CFDV- FM) Red Deer
- 102.3 FM CJNS Radio, Meadow Lake
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM, Medicine Hat
- Q98 FM, North Battleford
- 1050 CJNB, North Battleford
- 93.3 The Rock, North Battleford