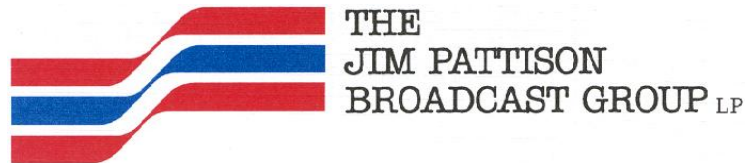


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL
DIVERSITY DURING 2012**

JANUARY 2013



REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2012

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1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2012

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2012. 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, one of the most ethnically and culturally diverse cities in the world. We take pride in our longstanding support for cultural diversity in Vancouver where we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio for the past 23 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 17 communities in British Columbia and Alberta 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 and diversity. 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 improvement to the betterment of our team and company. We subscribe to the fact 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 welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.”* Further details of our initiatives with respect to hiring are set out later in this report.

As the proportion of on-air people representing the four designated groups has grown, a similar growth has occurred in their voices in programming and advertising. For instance, the broadcast day includes female voices, either as on-air hosts, newscasters, cruiser reporters, voice-over station identification announcers, as well as voicing local commercial production. As we have very little “acquired” programming, we have no policy in place regarding female voicing of such programs, nor do we have a policy or control over supplied national or regional advertising.

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 that 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 and British Columbia, except for our two larger market stations in Vancouver and Victoria, we continue to employ very loyal, long-term employees.

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 2012 report. We have continued most of initiatives identified last year and have added others in 2012.

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 Chairman of the JPBG, Mr. Rick Arnish, President of the JPBG, Mr. Rod Schween, as well as Vice President, Mr. Gerry Siemens of our Vancouver operations, was in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2012.

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 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 and Alberta. 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.

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 and 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 2012.

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 head office of the Jim Pattison Broadcast Group worked diligently in 2012 to create an internal EE Job Posting Database. JPBG continues to identify and add local agencies and associations to include in the database. Once one of the divisions representing our 29 radio and 3 TV stations have a job posting approved for hire, it is circulated to head office to distribute to key EE organizations in that specific division's region. JPBG will continue to add 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 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 Centers, as well as community resource societies like Diversecity and Accessworks to seek applicants for on-air positions.

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.

CHUB-FM and CFDV-FM in Red Deer, AB welcomed two female interns in 2012 with both ending up also joining our team following their practicum. Successful internships have led to careers ranging from creative writing to the promotions department, news and on-air announcing.

CKWV-FM and CHWF-FM in Nanaimo, B.C. have been working closely with a female journalism student attending Simon Fraser University in Vancouver. She lives in Nanaimo and commutes to school each week. After contacting us in the fall she began interning in our Nanaimo newsroom when she was available during the week and on weekends. In December 2011 our weekend part-time shift opened up and we were pleased to hire her as our regular part-time weekend news announcer while she continues pursuing her education during the week at SFU.

In addition to our on-air hiring policies, our company works closely with a variety of groups to attempt to increase the availability of students who fit into the four designated categories. We have had meetings with South Asian and First Nations groups, in particular, to try and get the message out about opportunities in broadcasting for people with diverse ethnic backgrounds. 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 are available to talk to students directly as well.

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. The Policy requires all job postings to announce that the employer is an “employment equity employer”.

VANCOUVER ISLAND, BRITISH COLUMBIA

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

We had a number of changes at the Victoria Division in 2012. We had three female employees and one person with disabilities leave the company.

Though our hiring process we were very conscious of our profile and were able to find qualified people to fill the positions and compliment the profile for our division. In the end we hired a female aboriginal for the Creative Department, a female, visible minority for the News Department and another physically challenged individual identified (one EE person ahead of last year).

BRITISH COLUMBIA

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

The Vancouver Division of the Jim Pattison Broadcast Group had a number of staff changes in 2012, as a result of key management changes and staff movement.

The new “employment available” opportunities we had were advertised across a number of traditional and non-traditional media outlets. As per policy, all positions were posted internally within the Jim Pattison Broadcast Group. Other venues included broadcast type websites such as Milkman Unlimited, and traditional mediums such as the Georgia Straight, Vancouver Jobshop.ca, and local newspapers. As we continue to try and grow our team with visible minorities and persons with disabilities, we also will place “employment available” advertisements with groups such as Accessworks, the First Nations Employment and Enterprise Centre and Diversecity.

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

We were a local sponsor of JOBFEST 2012. This event was held in Kelowna at the end of September through Work BC and featured a JobFest crew that helped young people about to join the workforce get started on their career path. We were on-location for the entire event and were able to talk to youth about a career in radio or TV, and of course we placed a lot of emphasis on the fact that the JPBG is an equal opportunity employer and as such there are no barriers to anyone that wished to join our organization.

Jasmine Doobay, our news director and a member of a visible minority was asked to speak to the BCIT Broadcast Program’s 2012 graduating class. Jasmine is a perfect example of our commitment to the principles of Cultural diversity.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

Recruitment highlights from 107.5 Kiss FM (CKIZ-FM) during 2012 included:

- For the vacant spot of Creative Writer, we hired Danusia Tarr, a 48-year former promotions manager and on-air personality. Danusia took over the position in May 2012, the position last filled in 2011 by a male.
- Jolene Chernoff, a part-time announcer with Kiss FM, became the first female host of junior hockey broadcasts in British Columbia, as she continues to produce AND host ‘Hockey Night In Vernon’, Kiss FM’s Saturday night pre-game party and play-by-play broadcasts of Vernon Vipers hockey live from Wesbild Centre. This was a brand new position created specifically for Jolene as she has demonstrated exceptional skills in sports and media relations.
- We retained the services of long time news anchor Glen Morrison. Glen is an amputee, having lost his arm in an industrial accident years ago. His experience and solid effort on-air makes him a valuable addition to both the Kiss FM Morning Show and the Kiss news team.

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

On August 14, 2012 the Broadcast Centre News Department added full-time employee Jennifer Kent. Prior to Jennifer’s hire, advertisements for the opening were sent to the Ktunaxa Nation

Band office, Milkman Unlimited, the JPBG, Worksafe B.C. and Native Communications Incorporated Winnipeg, Manitoba.

We received 33 applications for the position, three of those were interviewed, and all three were women. While Jennifer Kent ultimately attained the position, it's noteworthy however that a second of the applicants, Reneisa MacLeod was encouraged to apply and ultimately attained a similar position with JPBG Drayton Valley.

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

The Prince George Division continues to work with schools and institutions to provide work experience and practicum time to a wide variety of students.

The Prince George Division has identified Local Agencies where our job postings are sent to expose opportunities to designated groups.

The following agencies have been identified and used for 2012 postings:

- Prince George Aboriginal Employment and Training Association
- Native Friendship Centre
- Employment Action
- Immigrant and Multicultural Services Society

We will continue to identify and add local agencies to our master list where all station departments can refer to when posting positions externally.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

CJXX-FM hired three team members in 2012. Two of the positions were filled with persons that qualify for Employment Equity. As an example, Scott Maitland qualifies for EE. Scott is a Creative Writer/Producer with mobility disabilities. Ashley Marcinew, who interned with us last year and was featured in our 2011 report under Internships was hired as maternity leave cover in our Accounting & Promotions Departments.

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

Hires: 3 female employees in 2012. A Weekend News Anchor / Reporter: Falon Wagner. The station also hired a new Promotions Coordinator: Carrie Ann Worden. Also for the period from June through the end of September, CHLB-FM & CJBZ-FM hired Amanda Paul to cover Subway Summer Cruiser events in Southern Alberta.

Retention: Our Lethbridge Division lost a female reporter (Marion Warnica) to CBC Radio in Edmonton, then promoted at that time the weekend anchor and reporter (Tristan Tuckett) to that position, and replaced him with Falon. Also in 2012, one of their creative writers, (Christine Evanson) did not return after a maternity leave since she relocated to Calgary for her husband's

employment. The job was offered to the gentleman (Matt Rossi) that was covering the maternity leave position.

Recruitment: Used the sources such as Milkman Unlimited (Industry Job site). Then locally, Flexibility Learning (works with new immigrants to Canada), Job Links Employment Centre (Provide employment services for People with barriers), Lethbridge Aboriginal Employment Service, Red Crow College (Aboriginals), and Peak Vocational Services (employment for those with disabilities).

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

Our Medicine Hat Division continues to celebrate diversity in all areas of the operation. Similar to the other stations, they operate a business with an interesting and diverse team. Many of their new hires have contributed to the mix at the station.

- Recent retirements in the Sales Department have allowed them to build an even more diverse and exciting team. Lisa Finkbeiner, Rae-Ann Dillman and Mavis Conrad were hired in 2012, in all cases replacing male members of the sales team. Mavis is also of Métis ancestry.
- In the News Department, they continue to have a strong female and minority presence, as Miranda Anthistle joined the station in 2012. Miranda is a member of a visible minority of Asian descent. Yvonne Raymond, female and Métis, left the station for a short period, and then was re-hired in the fall.
- Kristen Gilchrist replaced a male member of staff who moved on when she took over the position of Radio Producer.
- Nancy Nguyen (female and visible minority) began in the spring as an unpaid intern, and stayed in a paid position from April into June to cover some absences.
- There were two new hires in the Traffic Department - Ariella Roth and Charmaine Dupuis were both female.

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 does not have 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 policy covering sexual, racial, and personal harassment that states its commitment to providing a harassment-free workplace, gives a definition and examples of harassment, describes the complaint procedure and appeal mechanism, and requires 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.

It is the objective of our Employment Equity Committee and our Employment Equity Plan adopted into policy in 2008, and renewed in 2011, 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 Accommodation Policy are specifically designed to identify and remove barriers to access employment and stay with the JPBG. Our commitment to employment equity and diversity help us not only to recruit new employees but to retain our existing employees.

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”. That said, many of our operations are in smaller markets and operate music intense based formats and are not providing material editorial perspective on stories. In Vancouver where we have launched The Peak FM and are providing more information programming, we are actively continuing our pursuit of stories 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 23 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 23 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 does not have news intensive radio formats. It is very rare that we would 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, the JPBG has faced the challenges of 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 2012.

As the Commission is aware, through approval of our licence in Vancouver, we have a significant partnership with Aboriginal Voices Radio (“AVR”) to ensure that that important broadcasting initiative is sustainable in the Canadian broadcast environment. In receiving our licence for Vancouver we will contribute \$3.5 million to AVR over the licence term of seven years to ensure that that service reflecting the Aboriginal voice of Canada is successful. The contribution is a further reflection of our commitment to diversity in radio in Canada and the material commitment was met in 2012.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

As an example of our commitment in this area, JPBG established an Employment Equity Scholarship program in Alberta in 2009. On September 13, 2012, a student currently attending Mount Royal University in Calgary was selected as the fourth recipient of the JPBG Alberta Equity Scholarship. Leah Murray, a Calgary resident, is continuing studies at Mount Royal University in the Broadcast program. The selection committee chose Ms. Murray to receive the \$2,000 scholarship based on her desire to work in Broadcasting, commitment to her studies, her hard work, dedication and excellence in pursuing her educational goals. The scholarship initiative is supported by the JPBG stations in Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat and Red Deer. Attached as Schedule “A” is the news release regarding our Employment Equity Scholarship Initiative.

We are also proud to continue the new Prince George Aboriginal Broadcast Scholarship program we began in 2010. JPBG believes it can improve the industry in a number of ways - by removing barriers to employment for Aboriginal Peoples, accessing an untapped pool of potentially talented employees and encouraging the employment of people with diverse viewpoints and backgrounds to consider the broadcast media as a career. There were no applicants for this scholarship in 2012 and we will work to raise awareness of this scholarship in 2013.

CKPK-FM and CJJR-FM in Vancouver, B.C. has maintained a scholarship at BCIT for students in the broadcast communications program. The recipient in 2012 was a female student, Jenna Mosher. She will use the scholarship to continue her education in pursuit of a career in broadcasting.

These are just a few examples of the scholarship programs our Jim Pattison Broadcast Group stations are proud to support.

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. It is our hope that through these scholarships and internship opportunities, this will increase the number of skilled applicants from designated groups for future vacancies in our organization.

VANCOUVER ISLAND, BRITISH COLUMBIA

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

Our Victoria stations are very supportive of the mentoring process. In 2012 there were five work experience students from local high schools. Again in 2012 they brought in four Practicum students from BCIT for a month each. One of them was later hired for the newsroom.

Also this year CKKQ-FM & CKZN-FM had the privilege of hosting a young man who suffered a severe vehicle accident. He lost the use of his right arm and fought his way back through that challenge with great stamina. He had an interest in radio and through family and friends was brought to the station's attention. He offered himself as an intern for no pay to learn the ropes of Radio production. The Creative Director took the initiative and taught him everything the team goes through on a daily basis. The year has now passed and they now have a fully qualified commercial producer that otherwise would not have come through the door. The Victoria Division is assisting him in finding a position and he has made contact with other JPBG stations, for consideration in the future for a junior producer.

BRITISH COLUMBIA

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

Every year the Department Heads of the Vancouver Division work with the students and faculty of the Broadcast Program at BCIT, and welcome at least one of their graduating students to perform their practicum in our stations.

This year, they hosted two students and challenged both to assist in their very busy Promotion Departments for their four week stay. Both were also given an opportunity to experiment and learn in the production facilities.

Plus, the stations participate in the BCIT Job Fair every spring, and our Creative Director and Music Director were both invited to be guest lecturers at BCIT during 2012.

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

With the objective to reach out to the 4 designated groups on a continuous basis, CKQQ-FM and CKIZ-FM, work in conjunction with Kelowna's School District #23, hosting monthly "Careers in Radio" job shadow placements for grades 10-12 students. This experience has given students a chance to explore their passion and begin to plan a future in broadcasting.

Every year we have a Broadcast Student from BCIT, SAIT or NAIT join us for our work experience program. We are very proud of our track record in being able to help these students find work in JPBG or in the industry.

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

Matt Van Boeyen joined the Cranbrook-Fernie programming team as an intern from the Northern Alberta Institute of Technology. By mid-August he had attained and maintains full-time employment with our division.

Staff of the Broadcast Centre newsroom were involved in the development of two students through an internship or job shadow capacity. Amanda Lynn-Bott was one of these students. Amanda is a long-time Cranbrook resident with an interest in pursuing radio media as a career. To help satisfy some volunteer requirements for graduation at Mount Baker Secondary School, Amanda was involved in a once-a-week job shadow, with her focus on news. Amanda also volunteered in production and some elements of show hosting through on-location remotes.

Amanda was involved in job shadowing at the radio station from September 2011 to the early part of 2012. The end result of this job shadowing program was an on-air demo for Amanda to use for her applications to broadcasting colleges. Amanda is currently attending SAIT for their Broadcasting program.

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

Kamloops Broadcast Centre tries very hard to attract and keep employees of varying ethnicities. It is not easy. These candidates are in high demand and getting them to small markets has proven difficult. Not impossible, but difficult. Keeping them at the station is another matter. Once they have a certain level of experience they are snapped up by larger markets. Many of the people we groomed early in their careers are now working all over the country.

This year our Kamloops Division initiated meetings with leaders in our aboriginal community, including the Tk'emlups band Chief, and a former Chief, letting them know the station is actively looking for young First Nations people to mentor, and take on job shadows. We are hoping this will get some of them interested in the industry, perhaps even working at our station one day.

ALBERTA**GRANDE PRAIRIE, ALBERTA (CJXX-FM)**

Big Country EE qualified team members - Steve Suk, a visible minority and Sarah Winberg, a female presented about radio broadcasting as a career choice at the Derek Taylor Student Career Convention.

Our station has a Mentoring program with Grande Prairie and Peace Region division of Rupertsland Institute (Metis).

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

Our Lethbridge operation had a few groups from the local high schools spend about six hours each, job shadowing their on-air announcers in 2012. There were two female students from Raymond (Hanna and Seirra) and 2 male students from Cardston (Johnathon and Alex). The station also did a DJ exchange with LCI in Lethbridge, where they have a school radio program. They exchanged two shows in which our team Brad and Corlee from B-93 did a show on their station and 2 students, Bill and Brandon, helped with a show on our Lethbridge station.

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

Our Medicine Hat Division continues to support Val Olsen, the co-host of our morning show on CHAT 94.5 FM. Val, who is of Métis Ancestry, continues her mentorship program with young people of aboriginal descent. This program provides the students with the opportunity to sit in, observe and participate in all aspects of a fully functioning radio and TV station. Val went on maternity leave early in 2012, and the station is looking forward to her return shortly and the continuation of this program.

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

During the year High Schools and various Broadcast Schools throughout Central Alberta were approached to place students as interns to be mentored by our Broadcast Teams in Red Deer, Drayton Valley and Rocky Mountain House. This has resulted in the hiring of two new female employees and another from 2011 who was recently promoted to be a Co-host of our Morning Show on The Drive in Red Deer.

6. COMMUNITY AND INDUSTRY OUTREACH

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

In 2012 we continued our commitment to outreach to our respective communities across British Columbia and Alberta and we are pleased to describe some of those initiatives here. The JPBG operates in, for the most part, 17 different, distinct communities in British Columbia and Alberta. 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. 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 2012, which are set out below.

CULTURAL DIVERSITY OUTREACH INITIATIVES IN 2012

VANCOUVER ISLAND, BRITISH COLUMBIA

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

Our Victoria Division is very proud of the support they give for the different cultural groups and communities in the city each year. Again in 2012 they worked in support of many wonderful events with a promotional value of \$331,500.

Some of these events included:

- Victoria Pride Week (CJZN) Highland Games (CKKQ/CJZN)
- Greekfest (CKKQ/CJZN)
- Saanich Fair (CKKQ/CJZN)
- Iroquois Park Opening in Sidney, BC (CKKQ)
- Canada Day Downtown Celebrations (CKKQ/CJZN)
- Fringe Festival (CKKQ/CJZN)
- Fight For A Cause/Brazilian Cultural Foundation (CJZN)
- Chinatown Night Markets (CKKQ/CJZN)
- Esquimalt Centennial (CKKQ/CJZN)
- Victoria Celebrates 150 (CKKQ/CJZN)
- Skafest (CJZN)
- Pacific Tattoo (CKKQ)

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

Here are our main events that we covered in 2012:

- Haiti Fundraiser
- Annual Ukrainian Bazaar
- Nanaimo African Heritage Society – February is Black History Month and Cultural Days
- Canadian Diabetes Clothesline
- Central Vancouver Island Japanese Canadian Cultural Society – Sake 'Taste and Learn' Fundraiser
- Vancouver Island Musicfest
- West Coast Women's Show
- Celfest
- Canada Day
- Tour de Rock
- Edgewood Twilight Run
- The Wave's Radiothon
- BC's Provincials for the Performing Arts
- Aboriginal Day – Snuneymuxw First Nations

- Pacific Sport Fundraisers
- London Olympics and Paralympics 2012
- Hospice Society
- Kids Help Phone Walk
- Big Brothers Big Sisters of Central Vancouver Island
- Walk for Autism

L'Association des *francophones* de Nanaimo - Maple Sugar Festival, February 10 to 12, 2012. This is the largest bilingual festival on Vancouver Island and is supported by The Wave and The Wolf with produced promos and live announcer liners.

The Wave and The Wolf attended the annual Silly Boat Regatta in July. This is a fundraising event for the Nanaimo Child Development Centre where teams have to build their own “silly-boat” from recycled and/or reusable materials and then race that boat out to a buoy in the harbour and back. This event is a lot of fun for spectators and participants and again, the stations get great exposure at the event. Through our promotion of the event we assist the Child Development Centre in raising awareness of their programs and funding needs.

The Fourth Annual Eagle Radiothon for Variety was another success. More than \$28,000 was raised during the two day event. All the money raised stays in the region to help local special needs children and families.

News stories we covered in 2012 included:

- A Nanaimo Wal-mart employee won the company's national "shining star of the year award". Tim Kerfoot took home the award at a ceremony in Toronto. Kerfoot suffered a brain injury 11 years ago while playing baseball and spent 5 days in a coma.
- Changes have been made to a controversial low barrier housing project in north Nanaimo. A news release from the BC Government states that the low barrier housing complex at Hammond Bay and uplands drive will be smaller than first planned. The most notable change is that the facility will focus on housing the homeless over 45-years-old and will no longer include youth as originally planned.
- A cultural plan is now part of Qualicum Beach. Making culture count will help establish strategies for the area to further develop culture and ensure sustainability of the arts and culture sector.
- Habitat for Humanity's mid Island chapter was surprised to discover they had no families interested in moving into one of their Habitat homes in Ladysmith. They were hoping to find a family to move in by Christmas.
- The Parksville Beach Festival Society handed out the proceeds from the donations to this past summer's Sand sculpting Competition. Fifteen local, not for profit groups, shared \$44 thousand. The donation total was the highest in the event's history.

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

During a month long campaign, we promoted the annual Courtenay Rotary Club on-line auction. The club's goal this year was to raise enough funds to extend the Rotary Trail from 8th street to 17th street. We also lent our promotional support to the Comox Valley Food Bank who is currently accepting food donations to support the Fare Fight for Food campaign at the Driftwood Mall.

May was also the month for healthy and active lifestyles. Once again, the Eagle was happy to lend our support to the Comox Valley Wheel Chair Sports Society where our own Breana Morgan and several other able bodied people were invited to try their hand at Wheel Chair Rugby.

Relevant News stories we aired in 2012:

- 'Namgis First Nation has been given federal funding for a closed-containment fish farm project. It has received 800-thousand dollars. Chief Bill Cranmer says the goal is to build a commercially viable, land-based system. Cranmer says the band is hoping to have the farm ready to accept smolts in September.
- Vancouver Island North Women's Resource Society has received more than 203-thousand dollars from Ottawa for the "Walking with Our Sisters" project. Society's Georgette Whitehead says the initiative is aimed at helping women who've suffered gender-based violence. She says one of the goals is to give women the skills they need to access various resources.
- Plans are in the works to set up a transition house for women in the Comox Valley. Double Waters Society Executive Director Jackie Watson says the idea is to help women re-integrate after completing treatment for substance abuse. Group is currently seeking funding and is hoping to open by the spring.
- Comox Valley Child Development Association celebrated the completion of a new accessible parking and play project. MP for Vancouver Island North John Duncan says some small changes have been made to make services more accessible. Project also includes an accessible play area for children.
- Veterans Learn to Ski Festival was held at the Mount Washington Alpine Resort. Program is run by the Vancouver Island Society for Adaptive Snow sports. Double leg amputee Bruce Henwood says the program makes a big difference in the lives of injured veterans. Fourteen Canadian Forces members and three Australian Defense Force members took part in this year's program.
- Grade nine student from Phoenix Middle School in Campbell River embarked on a month-long fundraising journey. Janine Annett began walking the length of Vancouver Island to raise money and awareness of child poverty and youth empowerment. Annett is hoping to raise 10 thousand dollars to help build a school in a remote part of India.
- Sliammon First Nation near Powell River has received some land from the province. Land transfer was negotiated as part of the final treaty agreement that was initiated in the fall. Treaty Negotiator Roy Francis says this allows projects to proceed on the land without having to wait for the effective date of the treaty.

- Aboriginal friendship centers across the country are calling on Ottawa to reverse a funding cut to youth programming. Roger Kishi at the Wachiay Friendship Centre in Courtenay says it doesn't make sense to cut support for Aboriginal youth.
- Cortes Forestry Co-operative has signed an agreement with the Klahoose First Nation. North Island MLA Claire Trevena says the two partners will now work together in the pursuit of a community forest license.
- New transitional housing project has opened in Campbell River. Community Living's Greg Hill says the building has 24 supportive housing units. Building also has a four bedroom group home for those with developmental disabilities.
- BC Aboriginal Mine Training Association has received more money from Ottawa. Executive Director Laurie Sterritt says the feds are committing 10 million dollars over the next three years. She says First Nations members are well positioned to fill the looming skills shortage as baby boomers begin to retire.
- Campbell River's Hazen Meade has been honoured with the B-C Special Olympics 2012 Athletic Achievement Award. Special Olympics' Rachel Borer says Hazen was given the award in recognition of his outstanding athletic skills - in both winter and summer sports. Hazen is also nominated for the Special Olympics Canada Male Athlete of the Year Award.
- K'omok First Nation is going after federal funding to help pay for a waste water treatment plant to service a southern portion of the Comox Valley. CEO Melinda Knox says failing septic systems in the Royston-Union Bay area are having a negative impact on the receiving waters of Baynes Sound. Total cost of the project is estimated at 66-million dollars.
- Candle light vigil was held at the North Island College campus. Savannah McKenzie with the North Island Students' Union says it was held to honour the more than 500 missing or murdered Aboriginal women across the country.
- Comox Valley businesswoman has been recognized by Chatelaine and Profit magazines as one of the country's top 100 female entrepreneurs. Lourdes Gant is the V-P of Manatee Holdings - a geoduck clam and sea cucumber harvesting business. She submitted her name to Chatelaine after reading about the magazine's search for the top female entrepreneurs. Gant will be recognized by the magazines at a ceremony in Toronto in December.
- BC Hydro and the K'omoks First Nation have reached a benefit agreement for the proposed 1.2-billion dollar John Hart Generating Station replacement project. Deal includes money for training and education and economic opportunities related to construction.
- BC Regional Chief of the Assembly of First Nations is welcoming a proposed bill that would recognize self-governing First Nations. Judy Wilson-Raybould says she hopes the bill prompts more dialogue on the future of First Nations governance. Bill was introduced by retiring B-C Senator Gerry St. Germain.
- Several First Nations have signed a deal with the province that puts economic development on their traditional lands ahead of land-claim treaty settlements. Agreement renews a deal signed three years ago with the province. Dallas Smith, head of the Nanwakolas Council Society, says this deal ensures smoother and faster approvals between the province, First Nations and industry.

ISLAND RADIO - PARKSVILLE/QUALICUM BEACH, BRITISH COLUMBIA (CHPQ-FM AND CIBH-FM)**CHPQ-FM, The Lounge – Parksville/Qualicum Beach**

On-air interviews in 2012 included:

- Camp Day broadcast from Tim Hortons
- Tour De Rock broadcast from White Spot
- Tigh Na Mara Toy Drive broadcast
- Grandmothers to Grandmothers events
- Stephen Lewis Foundation.
- Child Haven Dinner - Orphanages in India and Nepal
- Special Olympics
- The Old School House, Harvest of Music

CIBH-FM, The Beach – Parksville/Qualicum Beach

On-air feature interviews during morning show included:

- Feb 10 - Joanne Hogan - Association des Francophones de Nanaimo.
- Mar 07 - Mary Ellen Campbell - Doctors Without Borders.
- Apr 10 - Fran Richie - Special Olympics.
- Jun 07 - Bridget McGuigan – KidFest
- Sep 16 - Bronwyn Brown - Vancouver Island University ESL training.
- Sep 21 - Ron Hadley - Qualicum Beach Harvest of Music (heavily cross-cultural).
- Oct 03 - Ronine Sharpe, RN - accessibility issues in Oceanside.
- Nov 15 - Caryl Wylie - Restorative Justice.

ISLAND RADIO - PORT ALBERNI, BRITISH COLUMBIA (CJAV-FM)

Events that were advertised, interviewed and Live Liner included:

- Anti Bullying Campaign
- Rotary Club for kids
- Investors Group Walk for Memories
- S.P.C.A.
- Terry Fox Run
- Walk for MS
- Port Alberni Toy Run
- Canada Day Festivities
- Dragon Boaters
- World Youth Programs
- Port Alberni Association of Community Living
- Salvation Army

- Operation Christmas Child
- Ku-Us Crisis Line
- BC Children's Hospital

On-air Interviews and Emceed Events included:

- January - Rotary Interview supporting Rotary initiatives
- February - Canadian Cancer Society Interview - Relay for Life
- February - Bulldogs Interview, local Native Hockey Player Dylan Haugen called up by Bulldogs
- April - Alberni Athletic Association - Lem Wong Native Basketball Tourney Interview
- April - Port Alberni Multicultural Folk Fest Society interview
- April - Alberni Valley Lions Club supporting Lions Initiatives
- April - Ty Watson House supporting end of life care/seniors/etc
- May - Ron Doetzel - Walk with your Doc diabetes/health/nutrition
- May - Interviewed Dylan Haugen - signed by Bulldogs, local native player, about being a role model to local native youth
- May - Port Alberni Multicultural Society Interview
- June - Canadian Cancer Society Relay for Life
- June - Co- EmCee Canadian Cancer Society Relay for Life
- July - Our Town Community Events - Three Interviews
- August - TluPiich Games - Interview to promote, sports reports throughout games highlighting daily schedule
- September - Last two weeks of month - daily calls from Tour De Rock Rider on the Road
- October - EmCee Port Alberni Association for Community Living Pathways Bulldog's Party
- November - Port Alberni Association for Community Living Guns N Hoses - interview to promote game
- December - Ron Doetzel - City of Port Alberni teach a kid to swim promotion

The Wolf 106.9 and the Beach 88.5 teamed up with the Snuneymuxw First Nation to give away trips to Newcastle Island Marine Provincial Park which is part of Snuneymuxw First Nation Traditional Territory. The Snuneymuxw are a Coast Salish people who live on Vancouver Island and speak the Hul'qumi'num dialect.

News Stories:

Given that approximately 20% of the Alberni Valley population consists of people who identify as Aboriginal/First Nations, a considerable portion of our news stories reflects this diversity in our region.

Initiatives geared towards helping homeless/impoverished members of our community also garner much coverage, and the local charitable organizations trying to assist them.

- Aboriginal education improvements
- Nanoose First Nation fire
- Shawn Atleo organizes meeting
- Residential School committee
- Ahousaht leader killed in U.S.
- Ahousaht goes dry
- French Immersion requested
- First Nations students failing
- First Nations students disappointed
- First Nations join ACRD
- Hupacasath oppose car lot
- Nuu-chah-nulth fisheries case
- Aboriginal health study
- First Nations oppose pipeline
- Women's Services Society
- First Nations join ACRD
- Homelessness funding
- Disabled advocate receives OBC
- Tseshaht agreement
- Makola Housing funded
- Friendship Center expands
- Nuu-chah-nulth language
- Huu-ay-aht power project
- Chinese students arrive
- Tseshaht Broken Islands Fund
- Tseshaht election
- Tseshaht fire protection
- First Nations fish sales
- Tseshaht Chief
- Huu-ay-aht release salmon
- Toquaht Chief dies
- Disability Management
- Hupacasath dam
- Atleo election
- Sliammon treaty
- Nat'l Aboriginal Day
- First Nations Health
- FN Fishery
- Sliammon treaty
- Uchucklesaht electricity
- Friendship Center cutbacks
- Tseshaht elk hunt
- AFN election
- Tlu-piich Games

- Hupacasath lawsuit settled
- Truth and Reconciliation
- Nuu-chah-nulth language course
- Tseshaht tire dump
- Tseshaht floathomes
- Residential School lawsuit
- First Nations fishery
- Maa-nulth taxation
- NTC cutbacks
- Women's protest walk
- Tla-o-qui-aht fish farm
- Tseshaht tire dump
- Tseshaht dock funding
- NTC cutbacks
- Hesquiaht apology
- Tla-o-qui-aht treaty
- Hupacasath masks
- Ahousaht Christmas
- Residential Schools
- Idle No More
- Hupacasathvs FIPA

BRITISH COLUMBIA

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

Both JRFM and 102.7 the PEAK continued to employ community events reporters throughout 2012. These young broadcasters are charged with the responsibility of seeking out, and helping to publicize a wide variety of cultural and ethnic events that are reflective of the colorful Greater Vancouver mosaic.

The cross promotion of the cultural and ethnic events generally consists of live or produced PSA announcements, inclusion on PEAK Around Vancouver (PEAK) or Showcase (JRFM) plus website listings and (frequently) live broadcasts from the actual event. A partial list of events covered in 2012 include:

- Diversity Health Fair
- Metis Cultural Festival (White Rock)
- Shun Yen Performing Arts
- Langley International Festival
- Burnaby Multi-Cultural festival
- Les Fete de Maillardville
- Greek Food Fest
- Dreams Take Flight

- Snowshoe by Moonlight at Mt. Seymour
- SOS Children's Village
- Chinatown Youth Talent Show
- Passions, (The Dr. Peter AIDS Foundation)
- West Coast Women's Show
- Pride Parade (PEAK only)
- Caribbean Festival (Maple Ridge)
- Caribbean Festival (North Vancouver)
- Italian Cultural Festival
- Scandinavian Midsummer Festival
- Canada Day Festival (Surrey)
- Canada Day Festival and Fireworks (Langley, JRFM only)
- Canada Day Salmon Festival (Richmond)
- Chinese New Year's Celebrations (North Van)
- Hyde Creek Salmon Festival
- Evergreen Earth Day Celebration

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

In 2012, CKQQ-FM and CKIZ-FM in Kelowna, B.C. was involved in a one day workshop held at the public library that was designed to bring representatives of the local media together with special interest organizations including the Ki Low Na Friendship Society, Gay and Lesbian Pride and many others. Our news reporter, Kim Calloway represented our stations to assist the various organizations in dealing with the media. For example, we passed information on how to catch the media's attention and how to provide the kind of information media outlets really need. During this event we also encourage special interest groups to apply for employment in our company.

The Museum and Art Gallery featured displays from the Westbank First Nations and Kelowna Museum Society entitled 'This Land is Our Culture'. It is a collection of artworks accompanied by archaeological artifacts and pictograph images celebrating the First Nations contribution to the culture of the Okanagan. The station publicized this event and had Kim Calloway do reports from the opening and continue to follow up with cruiser reports weekly.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

In February 2012, Kiss FM, together with Shoppers Drug Mart, supported the 'Women and Wellness' Event, supporting the work of the Canadian Mental Health Association.

Local First, 1075 Kiss FM was a proud sponsor of the 'Vernon Women In Business' event in May of 2012. The evening, preceded by a number of receptions through March and April, recognized the best of women's achievements in local industry, culture and service. The Gala Awards were hosted by Kiss FM's Dawn Tyndall, our morning announcer.

A brand new event, 'The Woman's Fair', a one day trade show exclusively for women on October 28th at the Best Western Vernon Lodge, was sponsored and hosted by Kiss FM.

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

CFJC-TV

Cultural diversity has continued to increase in priority at our Kamloops Broadcast Centre, as they reach out to try and better serve their listeners and viewers, who increasingly are coming from much wider backgrounds. This places a much higher emphasis on the need to serve those whose traditions differ from the established Anglo-Saxon environment.

To have a policy in place is, by necessity, critical. But the real challenge is to actually put that policy into action. At Broadcast Centre in Kamloops, they have strived meet the challenges of reacting to the needs of a variety of cultures - the culture of language and ethnic origin, the culture of our First Nations, the specific culture of those disenfranchised from the rest of society, and those who have various challenges of a physical and mental nature. These various groups all need individual attention, and as responsible broadcasters we need to deal with them all.

In their coverage, as can be seen in the examples contained within the report, they have made a great effort to ensure that various cultures are represented in the stories they deal with each day. These stories represent a wide variety of Kamloops' population, and they have strived to ensure that they are able to adequately represent the various groups that make up the city. This is not an easy task. To search out activities in various cultural groups is not as simple as it might sound. The Kamloops Division has worked to build up a rapport with those First Nations, East Indian and Chinese communities, among others, as well as the heavy representation of International Students at Thompson Rivers University. This has helped in sourcing out various speakers to comment on issues, to find events should be covered, and generally gain an understanding of some of the issues facing these various groups. We think we have made progress in that area and it is a continuing focus for us moving forward.

There are few groups in our society who need more attention than our First Nations. This group is largely misunderstood by other segments of society, their issues are complex and go back hundreds of years in some cases, and are not easily resolved. High suicide rates, land claims, deplorable conditions on some reserves, all are issues which need exploration and discussion. First Nations often tend to be very vocal on their issues, creating pushback from others. Their issues need to be explored, to get good interchange on both sides, something that doesn't always happen. This is not necessarily a failure on the part of the media, because there is often a mistrust of media. So building up relationships is a key part of any cultural diversity initiative. Our Kamloops stations have worked hard this past year in building up relationships with various band chiefs, elders and others whose views need to be shared. They have a good relationship with the Tk'emlups Band in Kamloops and their Council, as well as other bands in the area. The station has dealt with elders on several issues and with ordinary band members as well. They have reached out to former band chief Manny Jules, a well-respected First Nations member in our area. When they met with him they discussed not only diversity issues, but issues of employment equity as well.

Aside from First Nations, CFJC-TV is trying to develop cultural attachments with other groups as well. Many of these groups mistrust other groups, preferring to maintain their own culture within their own distinct communities. To break down those barriers requires special effort. Our Kamloops Division is slowly breaking down some of those barriers, but this is always a work in progress. In the meantime, emphasis is on trying to cover events featuring members of those cultural communities to reflect those communities to the rest of the area.

One of their major projects this year was the production of an hour long live production recreating the first appearance of the fur traders arriving in Kamloops. This program was done in cooperation with the City of Kamloops and the Tk'emlups Indian Band. The production was entitled "2 Rivers, 2 Peoples, 200 Years" and ran in August. There was a scripted landing by traders on the banks of the Indian Band, ending with a cultural celebration in Riverside Park in Kamloops. This show involved over a third of our staff in its production. CFJC-TV researched, in cooperation with the Band, the history surrounding the initial visit, and did pieces within the show which featured First Nations Museum staff and others familiar with the history of the area. Interviews ran in advance on our Midday show. They covered live on air the arrival of the canoes at Riverside Park, the speeches and exchanges that took place between Mayor Peter Milobar and Tk'emlups Chief Shane Gottfriedson, and had live commentary from Museum staff and others. After the live broadcast, they re-edited the show for time, and ran an hour long special several times over the fall viewing season to reach an even broader segment of our audience.

This type of production was expensive to produce, but is the type of show our Kamloops Division would like to continue doing, funds permitting. The station believes that by creating relationships with other cultural groups, similar types of productions could be done in the future.

CFJC-TV and members of its staff have been recognized nationally for their work with segments of our society facing disabilities. Specifically, one of their videographers, Kent Simmonds, was recognized, along with the station, by the ALS Society of Canada, for our ongoing work in depicting the plight of those suffering with the affliction. Several years ago, one of their employees was diagnosed with ALS, and they witnessed firsthand the special needs that people with disabilities face. They ran an ongoing series of specials, culminating with a special program that ran over Christmas 2012 which served to point out some of these needs and difficulties. It has given the Kamloops team a special perspective in this area, and has made the staff more sensitive to the needs of these groups, which have a culture all their own. It is one that needs special care and attention, because people facing these problems often become disenfranchised and distanced from the rest of society.

Funding cutbacks from sources such as the Local Programming Improvement Fund provide special challenges for small market stations like in Kamloops to continue to provide this valuable cultural outreach, but it is our company's goal to continue to make a commitment to our cultural diversity initiatives, and provide opportunities for all groups to have access to our airwaves. We want to ensure that all segments of our diverse population understand that there are opportunities to gain access to our station and its viewers. The Kamloops news team is always looking for opportunities to gain different perspectives on stories, and their Assistant News Director and Midday Host, who are the prime contacts on our staff, will continue their efforts to ensure that they build these relationships, which will benefit our news coverage in terms of providing

coverage of all sides of issues, as well as promoting the cultural events that give insight into the proud heritage that each group contributes to the community.

Midday Show

CFJC-TV has a Midday Show airing at 12:00pm Mondays to Friday with a vast number of cultural diversity-oriented guests. Please see the list below.

Every Monday of the Year - DVD releases with Gareth Madoc-Jones (half Japanese)

Every Tuesday - Tech Talk with Andres Electronics - Tom Samuel (East Indian descent)

January 2012

- January 4 - Alzheimer's Walk for Memories promotion.
- January 13 - Family Literacy Day - promoting event that includes people with reading challenges.
- January 16 - Unplug and Play - promoting reading time with family; geared towards those with reading challenges.
- January 18 - Acacia Schmietenkopf, First Nations representative and also a BC Ambassador; promoting the Great Canadian Smoke out - geared towards helping people quit smoking.
- January 23 - Staffen Liu Calver, TRU Student Advisor. She is Chinese and on to promote Chinese New Years and sample some traditional foods.
- January 26 - Alzheimer's Walk for Memories promotion with Marg Rodgers.
- January 27 - Gerard Hayes from TRU promoting TRU International Days.
- January 30 - Riley Windeler, little person, promoting awareness of the ways and rights of dwarfs.

February 2012

- February 1 - Mani Cheema (East Indian descent), computer tips and tricks.
- February 7 - Jack Buckham, husband of Dianne Buckham who was diagnosed with Alzheimer's. On show to promote getting early diagnosis and the challenges involved with being a care taker to an Alzheimer's patient.
- February 9 - New Life Mission's executive director Kelly Row promoting the Coldest Night of the Year. Fundraiser to help homeless people.
- February 15 - Mani Cheema of East Indian descent, computer tips and tricks.
- February 20 - Big Brothers and Sisters on the show to promote activities for marginalized kids in our community.

- February 21 - Kelly Row from New Life Mission promoting Coldest Night of the Year for homeless people.
- February 24 - Alzheimer's walk - twin boys on the show to promote their fundraising efforts, inspired by their grandfather who died of Alzheimer's.
- February 28 - Amit Goel with International Students Association at TRU promoting the Indian Festival of Colours at TRU.

March 2012

- March 1 - Corporate Challenge Spelling Bee promoting literacy and early reading initiatives with Fiona Clare (KELLI).
- March 2 - Hannah Coulter with City of Kamloops on show to promote Rick Hansen wheeling through town.
- March 13 - Robin Hans with Special Olympics Kamloops to promote their new camps for kids who want to be in the program.
- March 13 - Amit Goel with international student services at TRU to promote the Indian Festival of Colours.
- March 15 - Dr. Harpreet Lotay (East Indian descent) to promote new skin care technology available in Kamloops.
- March 16 - Paul Lagace, Kamloops Immigrant Services, promoting the move to their new location and new services available to their clients.
- March 21 - El Mariachi Los Dorados, Spanish Band performing their music on Midday.
- March 22 - Mani Cheema (East Indian descent) - computer tips.
- March 23 - Merlene Sibley and Fiona Clare promote Corporate Challenge Spelling Bee for literacy.
- March 23 - Robin Hans with Special Olympics Kamloops on show to promote kids and Special Olympics initiatives.
- March 27 - Run Club founder Jo Berry on show to promote Rick Hansen coming to town.

April 2012

- April 4 - Merlene Sibley and Fiona Clare - promoting Corporate Challenge Spelling Bee.
- April 9 - Dining out for Life - Kira Gosselin from ASK on show to promote dining out to raise money for impoverished communities around the world.
- April 11 - Heather from People in Motion promoting a local non-profit organization that helps people with physical and mental disabilities get out of the house and get involved in their community.
- April 13 - Merlene Sibley and Fiona Clare - Corporate Challenge Spelling Bee promotion.

- April 13 - Dr. Holly Schiwegger "Toonies for Teeth" promoting an event to raise money for marginalized people who need dental care.
- April 17 - Rotary Spring Food Drive promotion with the Kamloops Foodbank.
- April 18 - Tangie Genshorek with Homelessness Action Plan.
- April 23 - Corporate Challenge Spelling Bee promotion with Merlene Sibley and Fiona Clare.
- April 25 - Jessica Matt from Royal Lepage promoting big garage sale with proceeds going to women's shelters around the province including in Kamloops.
- April 26 - McHappy Day promoting a cause to raise money for kids with disabilities.

May 2012

- May 2 - McHappy Day - went LIVE from Northshore McDonald's to promote raising of funds for kids with disabilities.
- May 7 - Christa Haywood-Farmer, Kamloops Mental Health, promoting mental health awareness.
- May 15 - Juvenile Diabetes Research Foundation - guest speaker to promote juvenile diabetes.
- May 17 - Cystic Fibrosis, Matt Robinson, local spokesperson, talked about a fundraising walk at the BC Wildlife Park.
- May 24 - Crones and Colitis Gutsy Walk, April Mills, honorary chair, came on the show.
- May 25 - Peter Ferenzy author of book on addictions and former alcoholic and drug user spreading message about how society handles these problems poorly.
- May 28 - Fiesta D'Italia promoting an Italian multicultural dinner that doubles as a fundraiser at Columbo Hall.
- May 30 - Todd Harding (legally blind) Ben Chobater (City of Kamloops) talking about Disability Awareness Week and the challenges involved in being blind.

June 2012

- June 4 - Tim Horton's Camp Day promoting a fundraiser to send kids with disabilities to camp.
- June 5 - Scooter Rodeo promoting an event that helps people with disabilities learn to navigate our city with their scooters in a safe and cooperative fashion.
- June 5 - Rose Soneff, Community Nutritionist (Filipino descent).
- June 12 - Developing World Connections Charity Golf tournament promoting a cause to help 3rd world communities.
- June 15 - Colleen Smailes promoting local ALS walk.

- June 19 - Del Turner, Kamloops Immigrant Services, promoting cultural diversity at Canada Day down at Riverside Park.
- June 22 - Rob Gieger promoting an event called "Bald Kids Rule" inspired by his own son who came down with a rare form of leukemia. The money raised goes to help other kids fighting cancer.
- June 28 - Rose Soneff, Community Nutritionist (Chinese descent).

July 2012

- July 3 - Chief Shane Gottfriedson, T'Kemplups Indian Band.
- July 10 - Rose Soneff, Community Nutritionist (Filipino descent).
- July 12 - Robin Wright on the show to promote the Highland Games at McGowan Park.
- July 13 - Sarah Coyle from local Women's Shelter on the show to promote "The Empty Toybox Project" for kids to have toys when they come to the shelter.
- July 17 - Paul Lagace, Kamloops Immigrant Services.
- July 25 - Rhonda Eden promoting a city run program called "Sensational Survivors" to promote women battling cancer or who have beaten cancer to get in better shape and get stronger.
- July 25 - Phoenix Centre, Sian Lewis on to promote bursary program and the fact they are accepting applicants.
- July 26 - Charlene Eden, Canadian Mental Health Association, promoting programs offered locally.
- July 26 - Rose Soneff, Community Nutritionist (Filipino descent).
- July 30 - Chief Shane Gottfriedson.
- July 30 Acacia Schmitenknop, BC Ambassador of First Nations descent, promoting the BC Ambassador Program.

August 2012

- August 15 - Sian Lewis, Phoenix Centre and Andrea Haugen, substance abuse survivor, speaks about her experience abusing drugs, climbing out and how the "Out of the Ashes" bursary helped make the difference for her.
- August 17 - Sensational Survivors call out to female cancer survivors to join a city-run program to help women re-build their strength after battling the disease.
- August 20 - Parkinson's Super Walk.
- August 20 - Heather Brandon, People in motion, raising awareness for this local non-profit and what they do for people with disabilities in the community.
- August 21 - Developing World Connections golf tournament promotion.
- August 22 - Kamloops Kidney walk - giving exposure.

- August 22 - Acacia Schmietenkop, Newly Crowned BC Ambassador (First Nations descent).
- August 27 - Sears National Kids Cancer Ride - lending exposure.
- August 29 - Gur Singh Invitational Golf Tournament raising money for people with brain injuries.
- August 29 - Terry Fox Run - lending exposure to local event with April Buder.

September 2012

- September 5 - Parkinson's Super Walk - lending exposure with organizer Carolyn Diamond.
- September 6 - ASK's Kira Gosslein promoting the AIDS walk.
- September 6 - Robin Wright, Special Olympics Fall Registration.
- September 6 - Trina Radford, MS Bike Tour - lending exposure.
- September 7 - April Buder, Terry Fox Run - lending exposure.
- September 11 - Bernadette Siracky, Rotary Foodbank Drive - lending exposure.
- September 13 - Developing World Connections - lending exposure to Golf Tournament.
- September 14 - Raise a Reader - lending exposure.
- September 17 - AIDS Walk, ASK's Kira Gosselin - lending exposure.
- September 18 - Chief Shane Gottfriedson, T'Kemplups Indian Band, promoting business partnership with Riverfest Wild BC salmon.
- September 20 - Community Nutritionist Rose Soneff (Filipino descent).
- September 21 - Brenda Aynsley, United Way Campaign promotion.
- September 21 - Bernadette Siracky, more promotion on Fall Rotary Food Drive.
- September 21 - Nancy Bepple, Run for the Cure promotion.
- September 27 - Community Nutritionist Rose Soneff (Filipino descent).
- September 27 - Tangie Genshorek, Kamloops Homelessness Action Plan - lending exposure to how they are helping our homeless population.

October 2012

- October 2 - Christa Haywood-Farmer, Canadian Mental Health Assoc - lending exposure to a screening test they provide for people who think they might suffer depression.
- October 12 - Homelessness Action Week, Tangie Genshorek - lending exposure.
- October 16 - Aleece Laird of Fresh Inc., Operation Christmas Child - lending exposure to a shoebox campaign to help make Christmas possible for third world children.
- October 17 - United Way Campaign updating the progression with Brenda Aynsley.

- October 17 - Joey Jack, Stand-up comedian (First Nation's descent).
- October 19 - Biahua Chadwick (Chinese descent) promoting the readings, open to the public, of an Australian aboriginal visiting TRU this week.
- October 22 - Diabetes Expo, Former Blazers Captain Ajay Baines comes on the show to promote living with Diabetes and promoting the local expo held in Kamloops each year.
- October 25 - Kamloops Homelessness Action plan - lending exposure to the plight of the homeless in our region.

November 2012

- November 6 - Aleece Laird of Fresh Inc., Operation Christmas Child - lending exposure to a shoebox campaign to help make Christmas possible for third world children.
- November 6 - Community Nutritionist Rose Soneff (Filipino descent).
- November 7 - Amit Goel, international students assoc at TRU (East Indian descent) promoting Festival of Lights at TRU.
- November 8 - Investors Group Walk for Memories, Tara Hildebrand, promoting upcoming year's walk in January 2013.
- November 9 - UN Peacekeeper Scott Casey appear in a double segment to talk about post traumatic stress disorder and his experience overseas.
- November 13 - World Diabetes Day - lending exposure.
- November 14 - Major Sharleen McTaggart, Salvation Army promoting Bells of Hope campaign.
- November 15 - Kamloops Foodbank promoting Basics for Babies.
- November 15 - MOVEMBER, CFJC male employees Doug Collins, James Peters and Rich Woods join me on the show to talk about raising awareness for men's cancers.
- November 16 - Promoting TRU's Indian Celebration of the Festival of Lights.
- November 16 - Jail and Bail, United Way fundraiser.
- November 19 - Joanne Williams suffers from MS and is confined to a wheelchair, wins Diamond Jubilee Medal, comes on the show to talk about why she won it and what it means to her.
- November 20 - Basics for Babies Foodbank Fundraiser - lending exposure.
- November 20 - Paul Lagace, Kamloops Immigrant Services.
- November 21 - United Way Campaign - lending exposure.
- November 22 - Community Nutritionist Rose Soneff (Filipino descent).
- November 22 - Basics for Babies - lending exposure.
- November 23 - "Love Thy Neighbour" campaign spearheaded by Manju Singh and Pyara Lotay (East Indian descent).

- November 26 - Christa Haywood- Farmer, screening day for Canadian Mental Health Association, people who think they may have depression can be tested.
- November 30 - Bells of Hope Campaign, Salvation Army Christmas Kettle promotion.

December 2012

- December 3 - Shoe Memorial, St. Andrew's on the Square - lending exposure to violence against women ending in death. Two sisters appeared on show whose mother had been raped and murdered.
- December 6 - Developing World Connections, donate your aeromiles to help send staffers to 3rd world countries and help people in need.
- December 12 - Chief Shane Gottfriedson, T'Kemplups Indian Band, general catch up.
- December 13 - Bells of Hope profile with the Salvation Army, profiled Rob Greig who says his life was forever changed by the good people at the Salvation Army.
- December 14 - Dale Senger, Counsellor with Interior Mental Health, talking about people who suffer the blues at Christmas and what options for help are available.
- December 14 - United Way Campaign update.
- December 18 - Joey Jack, stand-up comedian (First Nations descent).
- December 20 - Bells of Hope Campaign wrap, Salvation Army.

Newsroom

It is one of the CFJC Newsroom's priorities to actively seek and portray stories reflecting diversity in the community, and in communities throughout the Thompson-Nicola region. When they look for these stories, they look for anything that various ethnic groups, cultures, and religions, varying age groups from children to teens and seniors, people facing physical and mental challenges, as well economic diversity of those living in poverty. They also seek out those groups when out on the streets doing polls in order to try and reflect diversity in the answers we get. These are things they do every day.

Here are some of the stories we have done this past year:

January - March:

Alzheimer's month – couple dealing with diagnosis (Jack Buckham and wife), Icy bus shelters create issues for disabled and seniors, Mo Bradley (well-known senior) gets provincial Fishing award, Chinese New Year, Pending Immigration charges – what will they mean to those hoping to become new Canadians, Literacy Day, Alzheimer's walk – featuring those living with the disease and their caregivers, Thompson Rivers University students protest rising tuition, Local city Ambassadors – Rube Band – needs help with funding, Profile of 3 year old Kamloops girl who lost a kidney to cancer now being helped by the Make-A-Wish foundation, Mental health – new help line set up, Census out – Kamloops population up -- what groups experience changes,

Profile of Kamloops boy with spina bifida (Variety kid), 102 year old curler still active, Seniors Advocacy underfunded in Kamloops, Pension concern, Aboriginal training program gets government funds, “Coldest Night of the Year” event to raise money to help New Life Mission, Heart and Stroke Awareness – local boy lives with heart condition, “Wear Pink” Anti-bullying day at Lloyd George Elementary, Kamloops Southwest Community Baptist Church and Our Lady of Perpetual Help Catholic Church participate in World day of Prayer, Low income people burned out of their apartments need donations, Profile of Mulberry House – helping drug addicts in the community, Kamloops Cowboy festival celebrates cowboy culture, Merritt Sikh Priest threatened with deportation – church could close, Chase doctor shortage worries seniors, Teens banned from tanning booths, United Way distributes funds to needy local groups – including the “Family Tree Centre” – helps addicted moms, Former TIB Chief Manny Jules weighs in on Provincial Environmental budget changes, Kamloops Sexual Assault Centre gets United Way help

April - June:

Work BC Program Opens in Kamloops – one stop “shopping” for job hunters, Legal Aid lawyers step up fight for better funding, RCMP unveil community crime priorities – Domestic violence tops the list, New Life Mission Easter Meal, Catholics tells us what Good Friday means to them, World Parkinson’s Day “mini walk” at Riverside Park, Kids from throughout the Kamloops-Thompson and Caribou regions showing off their projects at TRU Science fair, Aboriginal AIDS Conference, Parkcrest Elementary students participate in “Me to We” – becoming more globally aware, Immunization Week aimed at educating parents about need to get kids protected, Kamloops woman helps Kenyan orphanage, Royal Inland Hospital Volunteer will be hard to replace – helps kids prepare for surgery, Profile of families helped by Ronald McDonald House, Minimum Wage goes up in BC -- a look at relieved and some upset business owners, Missing woman (Cassandra Wilson) identified as sex trade worker – concern very high, Colorectal Cancer awareness event, MS Walk feature – talks to victims and families, BC formally apologizes to Japanese-Canadians – former internees in Kamloops react, warning to local drug users and caregivers about “bad” Ecstasy, Construction starts on new Seniors Care facility, Disabled Ashcroft woman turned down for medical scooter, Disabled Ashcroft woman now okayed for scooter after CFJC story, local school children plant “Marigold Mile”, Downtown Ambassadors work with tourists and homeless, Retired teachers and Big Little Science Centre founder Gordon Gore honoured for role in promoting science, Kay Bingham students collect shoes for Nicaragua, Census shows city population up – most significant increase those over age 65, Italian community celebrates culture with “Italian Festival”, Wellness Festival promotes healthier living for Kamloops citizens – especially elderly, Timmy’s Camp day, Prostate Cancer riders reach Kamloops, Lisa Harrison profile – survivor of horrific domestic abuse, Family rights protest by single mom, King Street Mental Health facility profile, Schools play host to Indonesian students, Therapeutic Riding charity hit by flooding, National Aboriginal Day celebrations highlight culture- food-friends, Homelessness Partnering Strategy funnels money into local project

July - December

Local First Nations weigh in on proposed Ajax Mine, Multi-cultural workforce at new Afton Mine, Kidney disease Awareness riders, Heat wave – how are homeless coping, DQ Miracle Treat Day for kids, Emerald Centre Opens – 35-bed facility to provide transitional housing and services to vulnerable, TIB Chief Gottfriedson signs Beetle agreement, Kamloops Airport opens First Nations display, Kumsheen camp for First nations youth – feature, Lower interest rates make buying a home a little more affordable for some, Food Bank Fire devastates important charitable agency, 150th Anniversary of Small Pox epidemic remembered with First Nations Fraser river canoe trip (CFJC was the only TV station to do this story), Young and old rally to help Food Bank and its clients, German Tourist entertains visitors to Riverside Park, Native Mine Training program feature, ALS – Lou Gehrig’s disease bike riders in Kamloops, Cancer Bike ride, Delayed Queen’s Jubilee event allows seniors to reminisce about past Royal visits, Single mom rendered homeless, Whispering Pines Band on Trans Mountain pipeline expansion, Tk’emlups band holds healing circle after 3 recent tragic deaths, Tk’emlups band launches lawsuit on behalf of day scholar residential school students, Nuisance property – CFJC discovered the owner wasn’t so much delinquent as an elderly hoarder having issues dealing with her situation, Kidney walk, Kamloops citizens of all cultures celebrate the city’s bicentennial, CFJC produces a 1 hour show featuring First Nations leaders re-enacting the meeting of fur traders and area aboriginal leaders, Gur Singh Golf Tournament for head Injuries, Nuisance Home update – woman gets extension, Terry Fox run preview profiles one of longest-running participant couples, Numbers of international students growing in the school district, Therapeutic riding Association helps disabled from 3 to 85, City “Edible Garden” open to anyone interested in fresh snack/better nutrition, Census shows married couples make up largest portion of Kamloops population, Rotary Food Drive, Take Back the Night event for women, Tackling Childhood Obesity, CIBC Run for the Cure – profiles participants and cancer survivors, Japanese Association opens museum, Mission donations, Sikh family runs popular pumpkin patch, single mom needs device for surgery, World Sight day, Southhill Mental Health facility profile, BC Winter Special Olympics bid, Flu shot clinic important to seniors, Anti-Bully forum, Arthur Hatton breakfast program for marginalized kids, Salvation Army Kettle campaign, Remembrance Day – Veterans profile, Diabetes – profiles Kamloops Blazers (WHL_ player Jordan DePape and TRU athlete Diane Scheutze – both live with the disease, Out of the Cold needs toques and socks for Homeless, Women turned down for doctor-recommended scoliosis-bariatric surgery, Retired judge makes toys for kids, Elderly Kamloops woman “helps” Santa with kids letters, RCMP Stuff 5 cruisers for the hungry, Christmas Amalgamated needs food and cash for all of those registered for help this year, Valleyview High School kids learn about anti-drunk driving campaign from MADD, Local First Nations “Idle No More” protest, Former band Chief Manny Jules on Bill C-45.

There are many more, such as Sikh, Muslim, Ukrainian, Chinese and other leaders weighing in on various issues of the day – but in stories that aren’t necessarily “red-flagged” as being about diversity issues.

CKBZ-FM/CIFM-FM

B100, Kamloops at Work Station and 98.3 CIFM are very involved in the community and work diligently to promote all aspects of it, including a very good working relationship with the First Nations Community in Kamloops and area. This past year B100 and CIFM were proud to

support and promote several First Nations events including the Kamloops Bicentennial, a joint effort between the City of Kamloops and the Tk'emlups Indian Band, and the Kamloops Pow Wow. This year B100 was the proud sponsor of a Western Canada Theatre Production "Where the Blood Mixes." The play explored the main characters childhood issues that revolved around growing up in a Native Residential School and featured First Nations Actors.

Both B100 and CIFM are proud supporters of the biggest Multicultural Celebration in Kamloops on Canada Day in Riverside Park. Not only do they pre-promote this event but they also provide MCs for the day long festival that celebrates our multiculturalism. We also are proud supporters of the Women's Conference and International Days at Thompson Rivers University.

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

News Coverage

The Lieutenant Governor signed letters patent to create a mountain resort municipality in the Jumbo Valley. Minister of Community, Sport and Cultural Development Bill Bennett made the announcement this morning. He says this model is one that has been implemented with success in other resorts like Whistler and Sun Peaks. The letters patent also created the ability to appoint a Mayor and Council. Former RDEK chair, Greg Deck has been appointed as mayor. The term will end on November 30th, 2014 with elections taking place once a stable residential population is in place. The Ktunaxa Nation feels that the approval of the Jumbo Glacier Resort isn't in line with their concerns regarding their cultural connections to the land.

The Ktunaxa Nation is hosting two events on Friday. They are meant to mark the filing of their application for judicial review of the government's approval of Jumbo Glacier Resort. A public rally will kick off in Cranbrook at noon at the Ktunaxa Nation Government building and make its way to Rotary Park for speeches. Kathryn Teneese, Chair of the Ktunaxa Nation Council, says the rally is another way to articulate their opposition to the Jumbo development. The Ktunaxa will also be holding a media event in Vancouver at the BC Law Courts at 11 a.m. Pacific time.

Today is the two year anniversary of the earthquake that devastated the Island Nation of Haiti. On January 12th, 2010, a massive magnitude seven earthquake shook Haiti to its foundation. Cranbrook native Chelsea McCormack will air her documentary "Through Human Eyes" at the Key City Theatre on February 9th. The documentary focuses on Doctor Bob Cutler and the work his group did for the people in the country. All profits from the event will be donated to recovery efforts in Haiti.

Community Activities

CHDR-FM & CHBZ-FM continue to provide support to Cross Cultural Nights, the last Wednesday night of each month, bringing Canadians of all ethnic backgrounds together sharing traditions and breaking down perceived cultural barriers.

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

CKPG News Coverage

CKPG News covers a wide variety of stories on a daily basis in Northern BC. Cultural diversity is reflected whether they're stories on First Nations or new immigrants as our news reflects the cultural makeup of our audience.

The station has reported extensively on the looming skilled labour shortage and how northern employers are looking beyond our borders to find skilled labour. With the arrival of the new workers come new traditions and understandings. Our newsroom highlighted the importance of the Prince George Immigrant and Multicultural Services Society (IMSS) and how it is becoming a more important piece of Prince George's social network through its cultural and education courses including ESL courses.

One of the most reported stories of the year has strong cultural undertones. The federal environmental review of the Northern Gateway Project has stirred the emotions of First Nations across our broadcast region. They consider the risks associated with the pipeline, are an attack of their cultural way of life. Our station's coverage of First Nations concerns have ranged from fear of impacts on salmon to art exhibits on the pipeline. Whether the culturally based arguments will have any impact on the scientific review panel is yet to be determined.

The election of Terry Teegee as the Tribal Chief of the Carrier Sekani Tribal Council (CSTC) was seen as important news for the First Nation community in the area since the CSTC encompasses eight First Nations across the north including many who are within our broadcast region. Teegee is a graduate of the University of Northern BC and an example of a new generation of post-secondary educated First Nations who are making a positive difference in their communities.

Our Prince George newsroom facilities are always open for tours to different educational groups. This year the News Department played host to several tours including a school group from Ecole Lac de Bois, one of the French Immersion choice schools in Prince George. The station also played host to a work experience student from the Prince George Native Friendship Centre's employment program and also hosted a practicum student for a three month internship who had a Métis background. She has since developed a career in news and is working at a radio station in Barrie, Ontario.

Features

Quizme

Quizme is an Elementary School Quiz program that highlights academic students from all ethnic backgrounds. This is a locally produced series featuring 16 independent episodes. Through Quizme, CKPG-FM produced a series of School features that aired outside of the series. These features were hosted by students that reflected a variety of ethnic backgrounds.

Canada Day Special

This Special CKPG News program highlighted Canadians from different ethnic backgrounds as to why they are proud Canadians. One particular story featured a new immigrant family from India who had been in Prince George for 5 months. They shared their story as to why they came to Canada along with their hopes and dreams for life in Canada.

Sponsorship of:

- Coldsnap Music Festival
- Black History Month events at College of New Caledonia
- Artists in the Garden
- Barkerville Gold Panning Championships
- Black and White Soiree: Raising Money for Elizabeth Fry Society
- BMO Kidz Art Dayz:
- Canada Day Celebrations in the Park: Multicultural event
- Cinema CNC
- Elizabeth Fry Society fundraiser for Society's women's shelter, Amber House
- Grizfest: GRIZFEST brings you music from traditional to the edge of experimental. Focusing on Canadian talent the festival is a blend of various musical styles for your listening pleasure. Reflecting Tumbler Ridge's community spirit, the festival is a family-oriented event that includes a wide variety of activities
- Hope Air Golf: Hope Air has been helping people in our community in financial need get to medical treatments for free
- PG Education and Career Fair: mission is to provide visitors the opportunity to develop their career path
- Pride Week
- Salvation Army Kettles, Christmas Tree, Luncheon
- Summerfest: Featuring Arts, culture, and so much more
- Theatre Northwest Season sponsor
- Two Rivers Art Gallery Art Auction: Art auction of work by artists across Canada

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

News

Eastlink Centre, Grande Prairie's new \$110 million Multi-Plex was presented with the Percy Wickman Award for being completely accessible to those with disabilities. Big Country News spoke with Dale Williams of Grande Prairie who is the former chair of the Alberta branch of the Canadian Paraplegic Association.

Andrea Rosenberger of the Aboriginal group, Spirit Seekers spoke to Big Country News regarding the 13th annual Spirit Seekers Youth Conference in Grande Prairie. This year's theme was "Take your Place in the Circle". The conference was held in early March at the Grande Prairie Regional College.

Alberta Health Services has named 19 people to a new Aboriginal Wisdom Council. The group includes Ruth Gladue, the Community Health Representative at the Horse Lake Reservation.

Community Events (PSA)

- Northwest Persons with Developmental Disabilities Annual Spring Celebration and Awards Night
- Go Girl, an Alberta Initiative for pre-teen and teenage girls. Go Girl encourages positive lifestyle choices for young women.
- Rupertsland Institute Metis and friends of Metis Community Engagement Session in Grande Prairie.
- Grande Prairie Friendship Centre celebration of National Aboriginal Day on June 21st.
- 27th Annual Peace Area Riding for the Disabled fund ride and barbeque on June 9th.
- The Wapiti Shooters Club Ladies Shotgun Shoot June 1st. Ammo and guns provided for trial.

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

Throughout 2012, the Lethbridge Division covered many events with Cultural Diversity in the forefront.

In January, new steps were taken towards making Lethbridge a more welcoming community for people with disabilities. A group called "Work-Able" holds a disability conference and job fair in the city. It's an effort to change employers' attitudes toward hiring people with physical challenges. The city of Lethbridge has started in on a 20-year plan to make the community more accessible and inclusive. Country 95 and B-93 helped promote the event through our newsroom and community calendar announcements.

In February the United Youth Forum put on by the Piikani Child and Family Services Prevention team, brought in more than 130 students. Students of all races between the age of 14 and 18 from communities throughout the province gathered in Brocket for the two day conference. It is aimed at building confidence among young people and teaching them more about each other's cultures. Coordinator Leanne Van Loon hopes to turn the conference into an annual event aimed at bringing youth of all cultures together.

In March, the second Annual Aboriginal Job Fair was organized by the Aboriginal Council of Lethbridge's Aboriginal Opportunities Employment Centre. They had about 60 vendors including employers and educational institutions, who spoke with up to 400 visitors. Country 95 and B-93 had a booth at the fair talking about careers in broadcasting.

In April, Hate Crime Awareness Day was marked by a free community barbecue at City Hall. The annual event is designed to send the message that hate crimes will not be tolerated. Acting Chief of Police Jeff Cove says hate crimes are one of the most under reported crimes in Canada and Lethbridge is no different with only 1 in 10 being reported to police. Cove says it does not matter what type of crime it is, we just need to get to the bottom of crimes that are perpetrated simply against a person because of their background, color of their skin or religion.

In June, Activities took place in Brocket and Lethbridge to mark National Aboriginal Day. Here in the City, things got going at 9am with a pancake breakfast in Galt Gardens, followed by youth activities, a talent show and a pow wow. Country 95 and B-93 again supported the event through news coverage and community calendar announcements.

In July our Lethbridge Division helped support Quest, a local group that works with local Disabled Children to help bring awareness about their upcoming Garage Sale to raise funds to be used locally. We supported with Community Calendar announcements on both stations as well as had the local organizers on air to talk about the event. A few thousand dollars was raised to help the local disabled children in the Lethbridge area.

In August, a 19 year old Lethbridge man may have come in sixth in the men's 400 metre freestyle swimming at the Paralympics Games. However, he set a new American record in the process. Zach McAllister finished with a time of 4-minutes and 39-seconds. Our stations covered the athletes send off as well as continued coverage of his progress at the 2012 Paralympics Games.

In September, Womanspace hosted their annual Take Back the Night march. The family-fun event represents togetherness and standing up against violence. Womanspace revived Take Back the Night 4 years ago and has become one of their most attended events. Also, The Aboriginal Council of Lethbridge hosted its first Annual Community Feast. The event was open to the public explained the various resources and programs available to Aboriginal students and families in Lethbridge. Both events received coverage from our newsroom.

In October, the University unveiled a new gathering space for F-N-M-I (First Nations, Métis and Inuit) students. A \$30,000 Atco Gas gift went towards the development of a Native American Students' Lounge and Ceremonial Room. The university is working on a number of initiatives to help advance the school's approach to F-N-M-I education. Also, the Community and Social Development Committee hosted a program fair today at city hall. It highlighted the work of a number of organizations in our city, which receive funding from Family and Community Support Services, which aid First Nation and Immigrant families. The groups have done an excellent job of informing people know where they can go for help, with almost 9,000 registered for various assistance programs. Both events received coverage from our newsroom.

In November, The International Day of Persons with Disabilities was celebrated at City Hall. It's designed to increase awareness and understanding of persons with disabilities and the issues that impact their lives. About 1 billion people in the world live with a disability and about 350,000 Albertans, ranging from physical, intellectual or even learning disabilities. Committee member Christina Scott says people with disabilities face a number of barriers which could include the lack of a curb cut on a sidewalk or no automatic doors on businesses, but also finding appropriate housing. Country 95 and B-93 also helped sponsor and market the annual Showcase of Women in Business event at the Lethbridge Lodge. We provided news coverage, marketing, community calendar announcements and door prizes for the event.

In December, to mark the National Day of Remembrance and Action on Violence Against Women, there was a candlelight vigil at the YWCA. Police Chief Tom McKenzie and Diane

Randell with the city's Social Housing in Action program were guest speakers at the event as well. Country 95 and B-93 provided news coverage of the event.

Summary: In 2012, our News Department completed 1723 local stories and 107 dealt with diversity.

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

We are always cognizant of news and current events that give us the opportunity to spread the word about the diversity of our community. Just a few of the events our station covered in 2012 include:

- January 16 – Coverage of the Catholic School Division’s plan to terminate French immersion education in Grade 10
- February 29 – Coverage of a local school’s anti bullying “Pink Shirt Day”
- March 20 – Reported on the conversion of a former school into a supportive living centre for people with developmental disabilities
- March 23 – Covered the presentation of a federal grant to the Miywasin Centre (an aboriginal service centre) for a music and dance cultural festival
- March 29 – Reported on preparations by local skateboarders for a trip to Mexico to build homes for the homeless
- April 10 – “Take Back the Night” event to draw attention to sexual assault and domestic violence
- May 6 – Coverage of Kidney Foundation’s Gift of Life Run and Walk to benefit to support those with kidney disease (one of many events we covered which fundraised for various groups disadvantaged by health issues)
- May 8 – Reported on a program to combat elder abuse
- May 14 – Reported on a new strategy by the Mental Health Commission to help people cope with mental illness
- June 3 – Covered “Walk a Mile in Her Shoes” event – raising awareness of sexual violence and local resources to combat it
- June 17 – Reported on a blind person walking across Canada to promote the significance of the white cane
- June 24 – Coverage of the annual Aboriginal Days celebrations
- July 12 – Local efforts to stage Medicine Hat’s first GBLT festival
- September 3 – Coverage of Labour Day Barbecue for unemployed and underemployed
- September 7 – Lead-up to Medicine Hat’s first Gay Pride Festival
- September 13 – Winner of JPBG Equity Scholarship
- September 22 – Gay Pride Festival
- October 8 - Coverage of Water Run, to support building wells in Kenya
- October 15 – Reported on difficulties faced by employees at XL Lakeside in Brooks, many of whom are temporary foreign workers, put out of work by the beef recall
- November 14 - Coverage of the Senior Action Plan from the city to target senior wellness
- November 23 – Reports on a local group setting up a mobile outreach group to assist addicts at night
- December 2 – Money collection and donation for Women’s shelter

- December 6 – Candlelight vigil at MH College on the National Day of Remembrance and action on Violence Against Women.
- December 16 – Coverage of a fundraiser by Tom Jackson in support of the homeless.

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

The Central Alberta Division is very proud of the positive impact in the communities in which they reside. The team provides extensive coverage on the radio stations and attend events to promote and encourage Cultural Diversity. Here are a few of the important events they helped to promote:

- The International Day for the Elimination of Racial Discrimination. The Junior High Schools in the area took part in ‘Speak Up Speak Out’ event, helping students to learn some tools to identify and respond to discrimination.
- Alberta Hate Crime Awareness Day was held in Central Alberta with Open Houses at the RCMP detachments. Local RCMP are hoping that by educating the community on hate crimes more will be reported and we can start to change people’s attitudes.
- Local Mayor Morris Flewelling was honoured by the Aboriginal Community. He received an Aboriginal Cree name in recognition of the strong relationship he has forged with Central Alberta aboriginals.
- Thanks to a new project between the Red Deer College and the Sunchild First Nation, two dozen High School and ten Adult students are learning Early Trade Skills.
- On World Refugee Day we helped promote the Refugee Camp in the City which allowed 500 students an opportunity to experience living in a simulated refugee camp. Some of the volunteers were actually living in these camps in Sudan as young children.
- 50 of our citizens became new Canadians at a ceremony to receive their citizenship but it also included a round table discussion aimed at strengthening the connection between new Canadians and their communities.

The Red Deer stations continue a partnership with Cosmos Bottle Depot to promote the ongoing Bottle Drive in the community. Each month a different charity is designated as the recipient. This partnership has such a major impact on so many different areas of our community. It promotes the integration of people with challenges to become even more involved in our workforce. Cosmos Bottle Depot employs people who are physically or mentally challenged members of our community. This project also continues to help maintain these job positions by improved their business. Our stations love participating in this worthy project! It is one of the great things about working in radio that our stations are able to significantly improve the quality of life in Canada for all people.

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 17 locations to discuss news, programming and employment matters. We post our employment equity and diversity related policy documents at all our locations.

Staff are involved in planning to increase the inclusion and representation of diversity in all areas of station operation as appropriate. Staff 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.

SCHEDULE A *News Release*

September 13, 2012

Mount Royal Student Wins Equity Scholarship

A student currently attending Mount Royal University in Calgary is the recipient of the 2012 Alberta Equity Scholarship, an initiative of the Alberta stations of the Jim Pattison Broadcast Group.

Calgary resident Leah Murray, who is currently attending the two year Broadcasting Program at MRU, has faced and overcome many obstacles in her life. She has overcome these challenges to become what her teachers describe as “a role model”, a “hard working self-starter”, “a leader”, and “a dedicated young woman”.

The Alberta Equity 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. The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in Alberta 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.

Murray credits her involvement in a variety of activities in high school, including acting and rugby, with helping her find herself, and giving her the impetus to train in broadcasting.

Murray notes, “Though it’s harder for women to make it into the male-dominated world of broadcasting, I feel I have the strong upper lip to face the challenge head on and the compassion to get to the root and emotion of any story I cover. I dream of being a voice for the people who feel they have none.”

Leah has received \$2000 to assist her in pursuing her education and career goals. The scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

- BIG WEST Country (CIBW FM), Drayton Valley
- B-94 (CHBW FM), Rocky Mountain House
- Big Country 93.1 FM (CJXX), Grande Prairie
- Country 95.5 FM (CHLB), Lethbridge
- 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

For further information, contact:

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Leah Murray, winner of the 2012 JPBG Alberta Equity