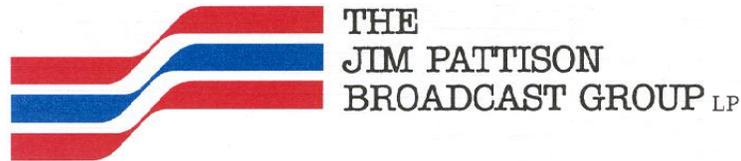


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL
DIVERSITY DURING 2013**

JANUARY 2014



REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2013

TABLE OF CONTENTS

1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2013	4
2. CORPORATE ACCOUNTABILITY	6
3. RECRUITMENT AND HIRING	7
VANCOUVER ISLAND, BRITISH COLUMBIA	8
Courtenay/Comox/Campbell River (CKLR-FM)	8
Port Alberni (CJAV-FM)	8
BRITISH COLUMBIA	8
Vancouver, British Columbia (CKPK-FM and CJJR-FM)	8
Kelowna, British Columbia (CKQQ-FM and CKLZ-FM)	8
Vernon, British Columbia (CKIZ-FM)	8
Cranbrook, British Columbia (CHDR-FM and CHBZ-FM)	9
ALBERTA	9
Grande Prairie, Alberta (CJXX-FM)	9
Lethbridge, Alberta (CHLB-FM and CJBZ-FM)	9
Medicine Hat, Alberta (CHAT-FM, CFMY-FM and CHAT-TV)	9
4. RETENTION	10
5. INTERNSHIP, MENTORING AND SCHOLARSHIPS	12
VANCOUVER ISLAND, BRITISH COLUMBIA	13
Victoria, British Columbia (CKKQ-FM and CJZN-FM)	13
Courtenay/Comox/Campbell River (CKLR-FM)	13
BRITISH COLUMBIA	13
Vancouver, British Columbia (CKPK-FM and CJJR-FM)	13
Kelowna, British Columbia (CKQQ-FM and CKLZ-FM)	14
Vernon, British Columbia (CKIZ-FM)	14
Cranbrook, British Columbia (CHDR-FM and CHBZ-FM)	15
Kamloops, British Columbia (CIFM-FM, CKBZ-FM and CFJC-TV)	15
ALBERTA	15
Grande Prairie, Alberta (CJXX-FM)	15
Lethbridge, Alberta (CHLB-FM and CJBZ-FM)	16
Medicine Hat, Alberta (CHAT-FM, CFMY-FM and CHAT-TV)	16
Red Deer, Alberta (CHUB-FM and CFDV-FM), Drayton Valley, Alberta (CIBW-FM) and Rocky Mountain House, Alberta (CHBW-FM)	16
6. COMMUNITY AND INDUSTRY OUTREACH	17
VANCOUVER ISLAND, BRITISH COLUMBIA	17
Victoria, British Columbia (CKKQ-FM and CJZN-FM)	17
Nanaimo, British Columbia (CKWV-FM and CHWF-FM)	17
Courtenay/Comox/Campbell River, British Columbia (CKLR-FM)	19
Parksville/Qualicum Beach, British Columbia (CHPQ-FM and CIBH-FM)	21
Port Alberni, British Columbia (CJAV-FM)	22
BRITISH COLUMBIA	23
Vancouver, British Columbia (CKPK-FM and CJJR-FM)	23

Kelowna, British Columbia (CKQQ-FM and CKLZ-FM).....	24
Vernon, British Columbia (CKIZ-FM)	26
Kamloops, British Columbia (CIFM-FM, CKBZ-FM and CFJC-TV)	26
Cranbrook, British Columbia (CHDR-FM and CHBZ-FM)	30
Prince George, British Columbia (CKKN-FM, CKDV-FM and CKPG-TV)	33
ALBERTA	33
Grande Prairie, Alberta (CJXX-FM).....	33
Lethbridge, Alberta (CHLB-FM and CJBZ-FM)	34
Medicine Hat, Alberta (CHAT-FM, CFMY-FM and CHAT-TV).....	36
Red Deer, Alberta (CHUB-FM and CFDV-FM), Drayton Valley, Alberta (CIBW-FM) and Rocky Mountain House, Alberta (CHBW-FM).....	37
7. INTERNAL COMMUNICATION	37
SCHEDULE A	38

1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2013

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2013. 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 24 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.”*

In 2013 we had an internal review of our hiring practices and are now requiring all job applicants complete and submit a Self Identification Form in addition to supplying a resume and any other information. The form will also contain a section that will allow the job applicant to self-identify as a member of one or more of the above designated groups. Our hope is this will encourage prospective job candidates to be upfront with recognizing and identifying any barriers they may face regarding their employment. Further details of our initiatives with respect to hiring are set out later in this report.

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 2013 report. We have continued most of initiatives identified last year and have added others in 2013.

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 was in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2013.

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 2013.

3. RECRUITMENT AND HIRING

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

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

The Jim Pattison Broadcast Group worked diligently in 2013 to continue an internal Employment Equity Job Posting Database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division's region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but by exposing job opportunities to these organizations it can also help increase interest for young people and members of the designated groups to consider careers in broadcasting, and also educate them on what skills and knowledge it will take for them to be successful in this industry.

JPBG also works with various First Nations organizations such as Metis Associations, Saamis Aboriginal Employment, the Miywasin Society Native Employment Centers, as well as community resource societies like Diversecity and Accessworks to seek applicants for on-air positions. It is extremely difficult to find people with those backgrounds who have training in our industry, and we have been working to try and influence these groups to advise students that these opportunities exist. JPBG staff are available to talk to students directly as well.

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

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

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

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

VANCOUVER ISLAND, BRITISH COLUMBIA

COURTENAY/COMOX/CAMPBELL RIVER (CKLR-FM)

Alyssia Tang was hired in our Eagle newsroom. Alyssia is proud of her Asian ancestry and is the youngest member of our Eagle team. She's a great addition, and a quick study under the tutelage of our experienced News Director, Bill Nation.

Wayne Valera rejoined the Eagle Sales team in 2013. Clients and co-workers love Wayne, and his strong ties to the local Filipino community were a big asset during our involvement in several local fundraisers following the disasters in the Philippines this past year.

PORT ALBERNI (CJAV-FM)

We worked with the Community Living Association to offer summer work to 2 mentally-challenged people who assisted with watering the shrubs and weeding the gardens around the building.

BRITISH COLUMBIA

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

In launching CKPK-FM in Vancouver, B.C. in 2008, we made a commitment that over 50% of our new employees at the station would come from one of the four designated groups. This objective continued to be pursued in 2013 as we deemed it critical to ensure that the face of the station continued to reflect the face of the community.

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

Terence Smith (First Nations) joined our Production department as Producer (Relief) and On-Air Operator.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

In 2013, CKIZ-FM 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 on-air effort continues to make Glen a valuable addition to both KISS FM's Morning show and to the news team.

Amanda Lawrence joined the KISS FM team in December, 2013, to assume the office coordinator role while Jen Knourek takes maternity leave. She is of aboriginal descent.

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

Two Broadcast Centre hires in 2013 qualified for Employment Equity as visible minorities. Andrea Wells, an Aboriginal was hired as a Writer/Producer in March. Melissa Buzan, an Afro/Canadian was added to the team as a full time Writer/Producer in April.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

Kelly Chalifoux was hired as full time personality December 2, 2013. Kelly is self identified as Aboriginal.

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

In 2013 we used sources such as 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) to promote employment opportunities.

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

We hired five people this year. Two are members of visible minorities, two are women, and one is a person with a disability.

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 and bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (ie. sexual, racial, and personal comments). The policy states the company's commitment to providing a harassment-free and bullying-free workplace, gives definitions and examples of harassment and bullying. The policy also describes the complaint procedure and appeal mechanism. It is required for the Policy to be posted in each business unit. Using WorkSafeBC's new occupation health and safety policies as a guideline, in 2013 JPBG updated the Harassment Policy to a Harassment and Bullying Policy.
- 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. In 2013 this Policy was updated with language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

An extensive review and update was completed in 2013 to the Policy Binder each General Manager and Vice President have. The Policy Binder contains code of conduct and guidelines the management team expects each operating division to follow. These changes were also explicitly verbally communicated during one of the quarterly management meetings in 2013. To provide further clarity and emphasis, in 2013 we concentrated on updating language regarding employment equity, cultural diversity and accommodation.

It is the objective of our Employment Equity Committee and our Employment Equity Plan adopted into policy in 2008, renewed in 2011 and further updated in 2013 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.

As an example, at CFJC-TV Kamloops, B.C. there is a female, visible minority employee who underwent a serious operation years ago, which left her with several physical and mental challenges. The station was able to accommodate her special needs for many years with a job that allowed her to work at a slower pace, with heavy supervision but still be a viable part of our

operation. In the past year, with our affiliation with Rogers as our television program supplier, the work she did became redundant. We spent several months retraining her in a new position that has been very demanding, and one that she will likely never master fully because of her challenges. But we have determined that we will continue to work with her despite these difficulties, and allow her to continue to develop in this new job with extra supervision as necessary, and adjustment of shifts to take her out of some areas that would be particularly stressful for her.

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

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

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

In terms of ensuring diversity in news coverage, all of our newsrooms are members of the RTDNA and adhere to the RTDNA policy statement “everyone’s story reflecting Canada’s diversity”. 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 24 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 24 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 2013.

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 2013.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

The Jim Pattison Broadcast Group has always taken special pride in giving young aspiring broadcasters the opportunity to be a part of our operation as interns, and in some cases, eventually full-time employees. We have an ongoing relationship with all broadcasting schools in Western Canada, and in several Ontario locations as well. Over the years, many of our employees have come to us from BCIT in Vancouver, NAIT in Edmonton, SAIT and Mount Royal in Calgary, and Ryerson in Toronto.

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

JPBG is most proud to continue the scholarships we instituted in Alberta and British Columbia. For example, our Alberta stations continue to support our JPBG Alberta Equity Scholarship. Established in 2009, an aboriginal student (Jeff Keddy) currently attending second year of the Broadcast Systems Technology program at SAIT was selected as the fifth recipient of the JPBG Alberta Equity Scholarship. He had a previous career in broadcasting in Nova Scotia and

Manitoba before leaving the industry for some time. The selection committee chose Mr. Keddy to receive the \$2,000 scholarship based on his desire to work in Broadcasting, commitment to his studies, his hard work, dedication and excellence in pursuing his educational goals, and his determination to overcome challenges he knows he will be facing as he continues to recover from a disabling injury. The scholarship initiative is supported by the JPBG stations in Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat and Red Deer.

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)

This year we had 4 practicum students spend a month each with the stations, from BCIT, SAIT, Mount Royal College and NAIT. Also, there were 20 students from local School Districts take advantage of our Day Shadow program. These were High School students with an interest in Broadcasting. They spend a few days observing the work in each department, ask a lot of questions and see how everything works and why. Late in 2013 we expanded this program, with an outreach to the Native Friendship centres, the Intercultural Association and Victoria Immigrant Refugee Centre Society.

COURTENAY/COMOX/CAMPBELL RIVER (CKLR-FM)

The Eagle hosted local high school 'job shadow' students in 2013. Students were eager to learn about what it is that we do here and how they might incorporate broadcasting and communications in their own career plans.

BRITISH COLUMBIA

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

Every year the Department Heads of the Vancouver Division work with the student 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, we hosted two students and challenged both to assist us in our very busy Promotion Departments for their four week stay. Both were also given an opportunity to experiment and learn in our production facilities. One of those students (Trevor Halvorson) has since been offered a permanent, part-time position with our Vancouver operation and will be joining our team in January of 2014. Another, Jennifer Fines has gone on to a full-time position in the industry with another broadcast company in B.C.

Two other young persons joined us as interns during 2013. Both Shane Moyes and Allie Mullock are now currently looking for full-time employment within the broadcast industry.

Plus, the stations participate in the BCIT Job Fair every spring, and our Creative Director, PEAK Program Director and a Senior Account Executive were all invited to be guest lecturers at BCIT during 2013.

The 93.7 JRFM/102.7 the PEAK scholarship in Memory of “Rocket” Rochelle Dentry & Greg Sherrett was presented to BCIT broadcast student Kengie Law in November of 2013.

CKPK-FM in Vancouver, B.C. had the assistance of a severely physically handicapped young man as a volunteer with their PEAK Street Team in 2013. Following his experience he made an application to be an unpaid intern at the station. The station strongly reviewed this request and considered what accommodations would be needed to for him to fill this role successfully. After this review it was determined that the intern’s position requires a valid driver’s licence and that the position holds many physical challenges beyond the individual’s capability. CKPK-FM was pleased to consider this opportunity and hopes there are future interest from members of the four designated groups. However, though we were not able to hire the gentleman, he continues to be an integral member of our PEAK Street Team. Also, he recently participated in a programming planning meeting and PEAK music meeting.

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

CKQQ-FM and CKLZ-FM continued their partnership with School District #23 in 2013. Each month during the school year they welcome a grade 10-12 student (many are visible minorities) who is interested in Radio Broadcasting as a career. We expose them to all the departments and positions to help them narrow their focus on what job they would be best suited to. Many of these students go on to Broadcasting programs and we even had one stay on to volunteer in our promotions department. This is an important program that we are very proud of and receive tremendous feedback from the participants and parents.

We also offer college internships for BCIT, NAIT and SAIT students and this year one of our interns Sean Carey stayed on in a paid summer position and quickly moved on to full-time employment that we were instrumental in helping him gain.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

The KISS FM Events Crew continues to grow and mentor teens in broadcasting. The program, which allows for the employment of (on average) six to eight young people at one time, puts the individuals front and center, representing our station at major community events, fundraisers and on-location broadcasts throughout the year. With the ability to learn various aspects of the station, from administration to promotion, production and live on-air reports, CKIZ-FM has witnessed many Events Crew members move on to careers within the industry, including our own Jen Bailey, who after graduating from BCIT, returned to CKIZ-FM for a position in news and programming. Alexandra Skultety, another former Events Crew member, is now the Promotions Director for Red Deer’s 106.7 The Drive. And in anticipation of future stars, we welcomed two new members to the crew in September, 2013; Mariah Klein and Alexis Lewis.

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

In March both The Drive and B104 sponsored and took part in the 7th Annual College of the Rockies Career Fair.

In June Victoria Heyworth, a marketing student at College of the Rockies did a month long internship with the Broadcast Centre Sales Department. Subsequently Victoria was added to the team as a part-time member for the summer and secured full time employment as a Broadcast Centre Account Representative in December 2013.

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

This fall, we were pleased to welcome Neetu Garcha and Alex Taylor, both aspiring women from BCIT. As a member of a visible minority, Neetu was a very strong reporter and was given several major stories to work on as part of her internship with us. She handled these stories extremely well and was a very positive influence in our newsroom. We were able to provide strong guidance on story development which will help her as she moves forward. She would be a welcome addition to our staff should she be available at a time when we have an opening. Alex Taylor also exhibited strong reporting skills, and again, benefitted from her experience at the hands of our veteran news team. These opportunities give us the opportunity to mentor young students in a practical atmosphere beyond what they can obtain in the school environment. CFJC-TV has a reputation among broadcast schools as being a prime location for interns, as they get more “in the field” experience than they would do in many other stations. We look forward to continuing to provide these opportunities for young students as a practical way to enhance their skills in preparation for full time work.

Scholarships are a growing part of our relationship with schools to help students enter the broadcasting field. Some parts of the operation have well-developed scholarship plans, others are just getting started. In Kamloops, we have been working with our local university, Thompson Rivers University, to determine how best to serve this need, and are looking at needs for other institutions as well. We would like to see scholarships developed that give first priority to those within the four designated groups, in the hope of allowing students in these groups an opportunity to develop their broadcasting skills and determine whether or not this is an industry they would like to be a part of.

The Education & Career Fair was held in Kamloops on February 25th. CFJC-TV, CIFM-FM and CKBZ-FM took part in the fair with a staffed booth, providing copies of the Canadian Association of Broadcaster’s Careers in Broadcasting booklet, along with an updated employment video utilizing sections of other Pattison videos.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

We had one intern join our team for the month of May. Caitlyn Taylor joined us from the Academy of Broadcasting in Winnipeg. Caitlyn was then hired full time for one year to cover our maternity leave in Promotions.

Mentoring projects include Educational Career Fairs at Grande Prairie Regional College and St. Mary's High School. Several members of our team were involved, Creative Director Suzanne Marceau Zinterer, Promotions Director Amanda Pinard, News Director Curtis Galbraith, and Coree-Ann McGonigle from our Administration team. We also have a mentor at Grande Prairie Regional College Recording Arts Department.

Home schooled student Maria Grueninger spent a few days shadowing all of our departments. Maria is interested in a Broadcast career and wanted to understand more about the business. We gave Maria information on the Broadcast Schools she may wish to investigate and further information on the JPBG Employment Equity Scholarship.

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

Through the months of January through April we hosted a student from NAIT. Lyndsay Cowan logged 16 weeks in announcer duties and commercial production. We were so impressed by Lyndsay that we hired her full-time upon completing her practicum with us.

We had a few groups from the local high schools spend about 6 hours each, job shadowing our announcers in 2013. We had students from Raymond, Cardston, Coaldale and Lethbridge. We have also kept up with our DJ exchange with LCI in Lethbridge, where they have a school radio program. We exchanged a couple of shows in which our team Brad and Corlee from B-93 did a show on their station and a couple of their students helped with a show on our station.

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

Aboriginal Student Lisa Ulrich did a practicum with us beginning in March through the Saamis Aboriginal Employment and Training Association. She handled the reception desk and other office duties. Female broadcast student Leah Murray, winner of our Alberta Equity Scholarship in 2012, did a practicum with us from approximately August to October of 2013. During that time, she also did some paid work to cover for vacations and absences. Female broadcast student Jessica Elverum did a one-month practicum with us during the month of July.

We continue to support Val Olsen, the co-host of our morning show on CHAT 94.5 FM who is of Métis Ancestry. She 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.

We support Traffic Manager Pat Aaker. Pat, a member of our city's Métis community, is a member of the Board of Directors at the Saamis Aboriginal Employment and Training Association. This association works to assist Aboriginal people in our area achieve employment self-sufficiency. The association provides job placement, counselling and training.

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

We continued in our efforts to develop a corporate relationship with the Alberta Metis Employment Services office in Edmonton.

6. COMMUNITY AND INDUSTRY OUTREACH

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

In 2013 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.

The Jim Pattison Broadcast Group is very proud to have donated over \$15 million dollars of airtime in 2013. Whether it was Operation Christmas Child, McDonald's McHappy Day, Tim Horton's Camp Day, Salvation Army, Easter Seal's 24 Hour Relay, BC Children's Hospital, Terry Fox Foundation or Big Brothers Big Sisters, the group's radio and television stations were in the forefront of numerous charity and event activities, working together for the betterment of their communities.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2013, which are set out below.

VANCOUVER ISLAND, BRITISH COLUMBIA

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

CKKQ-FM and CJZN-FM sponsored or supported the following cultural events:

MS Skate for the Cure
Highland Games 150th Celebration
United Way Kick-Off
Pride Week
Greekfest
Canada Day
Brazilian Cultural Festival
Chinatown Night Markets
Skafest

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

Our Variety Children's Charity Radiothon on the Wave went very well. Our totals were up and during the 12-hour broadcast, we raised over \$25,000 and more than 200 "Buddy Bears" for special needs kids on Central Vancouver Island.

Both The Wave and The Wolf continued to spread the word about raising awareness for various programs and community events. We take pride in being community based stations, covering and bringing light to as many events that we can. We've seen the impact that a few small

announcements can have on a single event and we try to help out everyone who approaches us. This includes live and produced PSA's, features in our Community Calendars, website listings and live on location broadcasts.

The main events we covered in 2013 included:

- ▲ Philippines Fundraisers
- ▲ Annual Ukrainian Easter & Christmas Bazaars
- ▲ Nanaimo African Heritage Society - February is Black History Month & Cultural Days
- ▲ Nanaimo Francophone Society's Maple Sugar Festival
- ▲ Canada Day
- ▲ Aboriginal Day - Snuneymuxw First Nations
- ▲ Multicultural Speaker Series

News stories we covered in 2013 included:

Liberals in Parksville Qualicum found a candidate to replace Ron Cantelon who'll be retiring. Paralympian Michele Stilwell was acclaimed as the candidate and will carry the party banner in the provincial election in May.

About 70 Snuneymuxw First Nation homes near the Duke Point Ferry Terminal will soon be connected to the City of Nanaimo's water supply. The homes are currently serviced by the Regional District which has low supply that doesn't offer proper fire protection. It's expected the water will start flowing by the end of March.

The provincial government transferred about 21-hundred acres of land to Snuneymuxw First Nation. Most of the land is forest on the southern face of Mount Benson and is pegged for forestry according to Chief Doug White.

A letter in the Nanaimo Daily News critical of First Nations people generated plenty of outrage and led to a protest in front of the newspaper's office. They stated that First Nations "have a history that is notable only for underachievement" and suggested it was time to "do away with this traditional use and cultural nonsense, educate their children to become modern citizens". Snuneymuxw First Nation Chief Doug White says the letter is inexcusable and never should have been published.

Nanaimo mayor John Ruttan conceded the middle and lower Colliery dams may not be dealt with this summer. The fate of the dams are in a holding pattern after a short lived engagement process when Snuneymuxw first nation expressed concerns about the process and backed out.

More negative attention for the Nanaimo Daily News. The paper came under fire for running a so-called racist letter to the editor. Mark MacDonald with the Nanaimo Daily News says Bill McRitchie's letter, which says that First Nations should not get special status, is not a staff editorial, but a citizen's opinion. MacDonald says the letter was a matter of free speech, and the voice of a member of the community.

The Snuneymuxw First Nation announced it was launching legal action challenging the decision by School District 68 to adopt the 10-year facilities plan. A release from Snuneymuxw says they were not properly engaged in the decision to adopt the plan. School Board chair Jamie Brennan

says they reached out, and Snuneymuxw didn't respond. The plan calls for the closure of several schools, including Cedar Secondary.

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

The fifth annual Eagle Radiothon for Variety The Children's Charity 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.

We also encourage community groups to tour the station. We've had the opportunity to meet many great people this way, including a group of special needs adults who recently toured the station and were thrilled to actually hear their voices on our airwaves. Talk about smiles! We also enjoy our 'back & forth' communication with long-time listener Jim Cearley. Jim is a great guy with some very specific medical needs who came for a station tour in 2013 and continues to correspond with our morning show team.

On-Air and Promotional Support:

National Aboriginal Day

Canada Day – hosted community stages w local talent in both Courtenay and Campbell River
Trumpeter Swan Festival @ K'omoks First Nation Band Hall.

George Leach show at K'omoks Band Hall benefitting youth and elders.

Comox Valley Child Development Telethon. Benefits local kids with learning disabilities.

Taiwanese Lantern Festival & Heritage Fair in Cumberland

Juma's World benefitting African orphans.

Gateway to Tanzania – Local students travelling to Africa for humanitarian purposes

Multiple Philippine Hurricane Relief Benefits/efforts

“Eagle Eye on The Street” (Community Calendar) support (including, but not limited to):

FORCE Society for Kids Mental Health

CR branch of the BC Schizophrenia Society

Ecole Mer et Montagne, Campbell River

CR Immigrant Welcome Centre

CR Aboriginal Day

Special Needs Recreation

CV Therapeutic Riding Society

A Taste of the Philippines benefit

CR Indian Band Youth Soccer

Relevant News stories we aired in 2013:

Ottawa and Victoria have teamed up to help unemployed older workers in the Comox Valley. Minister of State for Seniors Ralph Sultan says the feds and the province are investing more than 500-thousand dollars to help workers upgrade their skills and re-enter the workforce. Funding will help up to 60 workers expand their skills so they can make the transition to new jobs.

K'omoks First Nation is expanding its seafood business. Band's Economic Development Corporation has purchased local seafood processor - Aquatec Seafoods. CEO Melinda Knox says it's a perfect fit with the corporation's aquaculture farming company, Pentlatch Seafoods. Aquatec Seafoods will be renamed Salish Sea Foods.

Sliammon First Nation held a celebration in Victoria to mark the introduction of the band's treaty in the BC Legislature. Chief Clint Williams says the treaty frees the band from the Indian Act. Document will go through three readings in Victoria - then on to Ottawa for approval.

BC hereditary chief marched down Vancouver Island to raise awareness of issues facing First Nations. Beau Dick began his journey in Fort Rupert. He decided to walk the island from tip-to-tip to build on the momentum of the "Idle No More" movement.

Member of the Campbell River Indian Band has been elected chair of the Vancouver Island Economic Alliance. Alliance President George Hanson says Dan Smith will serve as chair for the 2013-14 year. Alliance focuses on building partnerships to support the island's economy.

North Vancouver Island Aboriginal Training Society has opened a new training centre in Campbell River. Society's Shari Caudron says the centre has secured four partnerships for training-to-employment initiatives. Caudron says the centre is targeting a 100 per cent placement rating.

People with disabilities in the region will soon benefit from improved accessibility. Vancouver Island North MP John Duncan says Ottawa has committed almost 158-thousand dollars for upgrades to several buildings. Feds have committed 15-million dollars this year to improve accessibility for people with disabilities across the country.

City of Campbell River and the Campbell River First Nation have inked a new service agreement. City will continue to provide animal control, fire protection and other services to properties on reserve and commercial lands. Chief Robert Pollard says the previous deal between the two expired a few years ago. New 10 year agreement runs until the end of December 2023.

IHos Gallery in Comox has won an Aboriginal Business Award. Manager Ramona Johnson says the gallery received the outstanding business achievement honour. Honourees will be recognized at a ceremony in Vancouver on December 5th.

Comox Valley School District has signed another Aboriginal Education Enhancement Agreement. The five-year agreement is a commitment from district 71, local Aboriginal communities and the Ministry of Education to support Aboriginal students. Over the last five years, completion rates for Aboriginal students in the Comox Valley have risen from 42 per cent to 67 per cent.

Vancouver Island Community Connections has recognized two Comox Valley businesses for hiring employees of diverse abilities. VICC's Rob Webb says Blue Toque Sports Swap and Strathcon Industries are setting examples for other businesses to encourage inclusive hiring. Webb says both companies are strengthening their business and the community by hiring employees of diverse abilities.

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

On-air interviews on The Lounge in 2013:

Camp Day broadcast from Tim Hortons

Elizabeth Marsland re: Eldercolleges' new spring courses at Vancouver Island University.

Joanne Hogan, L'Association des francophones de Nanaimo, on their Maple Sugar Festival.

Albert Ruel, Canadian Council of the Blind.

Terry Kelly, Canadian Council of the Blind.

Penny McGuire: fundraiser for Buddhist Meditation Centre.

D. Simon Jackson, founder of the Spirit Bear Foundation.

David Jominy: fundraiser for Special Olympics in Oceanside.

Eileen Beadle & Carol Connor: Bowser Seniors Housing Society.

Suzan Jennings: Accessibility Advocate.

Allison Shaw: Kidfest.

Suzan Jennings: accessibility event "Rock and Roll Rodeo".

Linda McCullough, Elder College at Vancouver Island University.

Bobbie Garmons: Ceilidh on the 24th.

Ronine Sharp: Dementia workshops

Jan Tardiff: Grandmothers to Grandmothers...Fundraiser for Stephen Lewis Foundation

Cilla Lewenhaupt: Child Haven International fundraiser.

On-air feature interviews during Beach morning show:

Feb 08 - Joanne Hogan, L'Association des francophones de Nanaimo, on their Maple Sugar Festival.

Mar 22 - Albert Ruel, Canadian Council of the Blind.

Apr 05 - Terry Kelly, Canadian Council of the Blind.

Apr 12 - Lori Fry, Canadian Council of the Blind (national conference in Parksville).

Apr 15 - Penny McGuire: fundraiser for Buddhist Meditation Centre.

Jun 05 - D. Simon Jackson, founder of the Spirit Bear Foundation.

Jun 10 - David Jominy: fundraiser for Special Olympics in Oceanside.

Jul 19 - Eileen Beadle & Carol Connor: Bowser Seniors Housing Society.

Jul 25 - Suzan Jennings: Accessibility Advocate.

Aug 12 - Allison Shaw: Kidfest.

Aug 30 - Lynn Wood: Oceanside Hospice.

Sept 19 - Suzan Jennings: accessibility event "Rock and Roll Rodeo".

Sept 27 - Qiu Xia He, member of Silk Road Music, part of the multicultural "Harvest of Music" event.

Nov 04 - Linda McCullough, Elder college at Vancouver Island University.

Nov 22 - Bobbie Garmons: Ceilidh on the 24th.

Dec 10 - Penny McGuire: Christmas Light tour in support of Buddhist meditation centre.

Events that received on-air promotional support:

- ▲ Grandmothers to Grandmothers events
- ▲ Nanaimo Francophone Society's Maple Sugar Festival
- ▲ Spirit Bear Youth Coalition
- ▲ Parksville Canada Day
- ▲ Variety's Got Talent

PORT ALBERNI, BRITISH COLUMBIA (CJAV-FM)

On-Air / Promotions:

January - BC Children's Hospital, Variety Club

April/May/June - Port Alberni Folk Fest Multicultural Society

July - Emceed, Port Alberni Association for Community Living "Pathways Party in the Park",
Nuu-chah-nulth Tlu-piich Games

November - Interviewed local First Nation's athlete Bulldog Forward Dylan Haugen

December - Port Alberni Association of Community Living

Interviews/mentions throughout the year to promote and support Anti Bullying Campaign

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/impooverished members of our community also garners much coverage, and the local charitable organizations trying to assist them.

Idle no more protests

AFN National Chief Shawn Atleo

Tseshah First Nation, and their efforts to have a tire dump near their reserve cleaned up

Nisga'a Treaty challenge

First Nations opposition to pipelines

Nuu-chah-nulth fisheries case

Sliammon Treaty

Tseshah highway concerns

Tseshah shellfish deal

Toquaht beach contaminated

Residential School Art

Nuu-chah-nulth protest Nanaimo Newspaper

Hupacasath Election

Community Awards for visible minority athletes

College Programs help local First Nations

Government admits problems with youth mental health issues

Toquaht FN opens launch

First Nations protest mountain name

First Nation to challenge China treaty

First Nations woman injured during arrest

First Nations food fish stolen

National Institute of Disability Management signs with UN

First Nations fishing agreement

National Aboriginal Day

Court rejects Government appeal of Nuu-chah-nulth case

First Nations boy heading to Africa

Treaty Guide developed

Mexican workers arrive

Native Health Care expands to Tofino

FN Leaders want info on Residential School studies
Huu-ay-aht joins Port Authority
Tseshaht boys save drowning man
Uchucklesaht buys hotel
Tla-o-qui-aht pursue second hydro project
Hupacasath tour FIPA concerns
Tla-o-qui-aht protest mine
Disability University gets accreditation
First Nations worry about Fraser Sockeye
Marketing money for Nuu-chah-nulth fish
Truth & Reconciliation gathering
New Nuu-chah-nulth President
Musqueam midden saved
Ahousaht Chief sentenced
Nuu-chah-nulth markets barnacles
Uchucklesaht join ACRD
Tla-o-qui-aht named Community of the year
Hotel contracts First Nations
Chinese exchange program
ERT on Tseshaht Reserve
Clean-up money for Nuu-chah-nulth
Nuu-chah-nulth put bounty on poacher
First Nations foreshore treaty
Atleo in Africa

BRITISH COLUMBIA

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

Both JRFM and 102.7 the PEAK continued to employ community events reporters throughout 2013. 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 colourful Greater Vancouver mosaic.

Our 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 web-site listings and frequently live broadcasts from the actual event.

A partial list of events covered in 2013 include:

- Fly Over Canada
- Metis Cultural Festival (White Rock)
- Langley International Festival
- Burnaby Multi-Cultural festival
- Greek Food Fest
- Chinatown Youth Talent Show
- Pride Parade
- Caribbean Festival (Maple Ridge)

- Caribbean Festival (North Vancouver)
- Italian Cultural Festival
- Scandinavian Midsummer Festival
- Canada Day Festival (Surrey)
- Canada Day Festival & Fireworks (Langley)
- Canada Day Salmon Festival (Richmond)
- Chinese New Year's Celebrations (North Vancouver)

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

Both Power 104 and Q 103.1 have initiated 'Culture In the Community' webpages where submissions are posted from information contributed to the stations. We follow-up some of the events and activities with a visit from our Power Patrol and Q Cruiser where cut-ins are called back to the stations.

Cruiser and Power Patrol Reports

- April 28** Taiko Japanese Drumming (we gave away tickets to event)
- May 15-20** Reports from Asian Heritage Month Celebration (7 days)
- May 23-26** Reports from Mural Unveiling at French Cultural Centre
- June 19-23** Reports from Aboriginal Day Ki-Lownah Society
- June 26-27** Reporting from Folkfest Multi-cultural Event
- July 10-14** Reporting from French Cultural Centre 'Bon Debarres'
- July 10-14** Reporting from Okanagan Heritage Centre
- August 21-25** Okanagan Museum Empress of Ireland
- September 20** Kokanee Salmon Festival (aboriginal connection)
- October 7-13** Pathways celebrating Diversity Week events.
- October 20** Reporting from French Book Fair

Power 104 and Q 103.1 participate in major awareness and fundraising events. As an example, in February we participated in Wendy's Dreamlift Day. Both stations were on location and staff volunteered at a Wendy's location to raise funds for the 'Dreamlift' Flight to Disneyland for children with severe physical disabilities and life-threatening illnesses. The flight goes every second year. On December 17th staff member Christy Farrell accompanied kids for the day in Disneyland and reported back to both stations. .

News Department

First Nations:

LUMBER LICENSE - The BC Government has awarded a new forest licence to the Westbank First Nation. Kelowna-Mission MLA Steve Thomson, who's also the Forest Minister says the replaceable forest licence will enhance economic and employment opportunities in the area. It covers approximately 9,000 hectares of Crown land within the Derickson Trapline in the West Kettle River area, which includes Two John Lake, Derickson Lake, Mount Moore, Jubilee Mountain and St. Margaret Lake. WFN chief Robert Louie says it's another step to ensure the band's self sufficiency and sustainability.

WFN GRANT - The Westbank First Nation will partner with area doctors and practitioners to come up with new ways to treat Aboriginal peoples dealing with mental health and substance abuse disorders. The funding for the project comes from a 100-thousand dollar Training Grant from the province's Community Action Initiative. WFN says it hopes to be able to incorporate more holistic approaches to healing that will involve cultural and traditional practices.

OKANAGAN NATIONS GATHERING - Band members from throughout the Okanagan Nation, members of the community and students are getting together on Thursday for the 5th Annual Youth Exhibition Pow Wow. It happens in the courtyard of Okanagan College's Kelowna campus. There'll be dance performances, Indian ice cream, bannock and fashions. And students from the College's Women in Social Justice class will be helping to serve an Elder's lunch. The events get underway at 10am and continue to 2.

Disabilities:

MARATHON - Upwards of 35-hundred runners took part in events on the weekend at the 19th annual BMO Okanagan Marathon. In case you missed the results, Calgary's Allison Blackmore won the women's division in her first appearance in Kelowna with a personal best time of 3 hours, 5 minutes and 52 seconds. It was also her first marathon win. On the men's side, Camrose, Alberta runner Brendan Lundy finished first with a time of 2 hours, 30 minutes and 28 seconds - the best time at the event in the past three years. Money raised at the marathon goes to support the Sunshine Foundation of Canada which helps make dreams come true for kids living with severe disabilities or life-threatening illnesses.

STOLEN WHEELCHAIR - RCMP are hoping the public can help them find the heartless thugs that made off with a West Kelowna woman's specialized wheelchair last week – while she was in the hospital. It went missing from the 1600 block of Ross Road – and without it, the woman is unable to get around and she's not in the financial position to come up with the 28-hundred bucks to replace it. We've put a picture of it on our Facebook page. If you've seen it, call West Kelowna RCMP or Crimestoppers.

WENDY'S DREAMLIFT - The staff at Wendy's restaurants in the interior are passing along a big thank you and Merry Christmas to everyone that helped make the Dreamlift trip to Disneyland last week possible. It was a one day whirlwind trip from YLW, and made for a lot of happy memories for the special kids. Wendy's says the next DreamLift Day to raise money for the next trip is planned for Wednesday, January 29 – so mark your calendars and plan on having lunch and dinner at one of the restaurants.

Multiculturalism/Diversity/Visible Minority:

PRIDE FESTIVAL - The Okanagan Pride Festival comes with civic support once again with Kelowna's mayor Walter Gray signing the Pride Week declaration. The official Pride Week starts this coming Sunday and runs to the 17th. According to event organizers this year's line-up of events will attract record attendance.

FRENCH SPEAKING JURORS - The province is putting out a call for anyone who speaks French and may want to serve on a jury. Of course anyone who is on the voter's list could be called for jury duty, but there is a juror list specifically for French-language trials. The government has a website helps expand the pool of eligible bilingual individuals. It's too long an address to read off so just do a Google search for 'Justice BC French'.

PIER/CULTURE DAYS - Tomorrow is the official opening date for the new pier in downtown Kelowna. There will be a public Open House from 2 pm to 6 pm along with a free BBQ... as long as you're among the first 500 people there. In the evening, the pier will be part of Culture Crawl Kelowna – a street party along Bernard Avenue, which itself kicks off three days of Culture Days in the downtown area. You can get more info at kelowna.ca/culture

OLD PEOPLES DAY - Next Tuesday is a big day for seniors around the world. The United Nations has designated it International Day of Older Persons. Along with that the Okanagan Chapter of the Canadian Association of Retired Persons, or CARP, will be celebrating the contribution of older persons, particularly in the area of arts and culture. The event, along with a proclamation from Mayor Walter Gray will be at 3pm at the Canadian Italian Club on Lawrence Avenue. It's open to the public.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

In February 2013, KISS FM, together with Shoppers Drug Mart, supported the work of the Canadian Mental Health Association in presenting the 'Women and Wellness Event'.

In October 2013, the Vernon Public Art Gallery welcomed eleven Canadian First Nations artists in presenting two new exhibitions, an event heavily promoted by KISS FM

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

CFJC-TV

Midday Show

TRU Festival of Colours - celebrations of three East Indian festival

Thrive Festival - several interviews April through June - focusing on various cultural aspects of this local festival, including festivities and details of National Aboriginal Day and interview with author Jen Sookfu Lee

Riley Windeler - height-challenged person - talking about challenges faced by dwarfism and difficulties in getting changes made to accommodate their needs

Manju Singh - Brain Injury Association - dealing with brain injuries

May Wong - B.C. author from Victoria - two part interview regarding her book "A Cowherd in

Paradise” about her family’s immigration to Canada from China, the head tax, the discrimination, etc. that was faced by the Chinese people. Ms. Wong spent her working life working in the public service on policies to help the needy.

Special Olympics - interviews relating to upcoming Special Olympic events coming up in Kamloops

Scooter Rodeo - event put on by Interior Health and the RCMP to provide skill training for seniors and others with mobility issues who need scooters to get around

Gordon Britten - Kamloops United Church - discussing plans for new development on church property to provide low-income suites, as well as suites for those with physical and mental challenges

Hour long show with Joey Jack, First Nations comedian December 24th - Joey Jack is a Kamloops area First Nations comedian who is rapidly building a following in the region, in part due to his regular appearances on CFJC-TV. This fall, in addition to those regular appearances, CFJC decided to build an hour long special around Jack to run over the Christmas season. Produced in our studios, the show featured Jack in several of his comedy routines.

Paul Lagace - Kamloops Immigrant Services- on new programs in place to help immigrants to the area find their way around, and be able to ease into life in the city

Bernie Fandrich - Kumsheen Book - Story about the legends on the Kumsheen

Alex de Chantal - Community Wellness Event- Dealing with people with special needs in our community

Gene Sanderson - Restorative Justice- A way for First Nations to deal with issues in their own way, with their own history. A positive reinforcement of traditional values

Matt Blais - Kamloops Child Development Society

Paul Lagace - Hispanic Month- Kamloops Immigrant Services

Robin Hans - Special Olympic Events

Bev Blanken - community support worker- day programs for adults with disabilities

Charlie Bruce - Kamloops Seniors Games

Shane Gottfriedson - First Nations issues and discussion of Kamloopa Pow Wow

Newsroom

Some of the cultural diversity and employment equity related stories we covered in 2013 included:

The Disability Health Fair in Kamloops. This fair involved health issues for disabled people, as well as opportunities for jobs for those with various challenges.

Local reaction to news that nine provinces are now onboard calling for inquiries in missing aboriginal women, many of those cases involve women in the B.C. Interior

Disability sports will be part of a pilot project for upcoming games in Kamloops

Tk'emlups Indian Band seeks new Chief Executive Officer- interviews regarding need to leadership to deal with proper progress for the Band

Story on the Young Entrepreneur Showcase, especially about a group of aboriginal teens participating in a national business competition- efforts to rise above the norm and excel

Union of B.C. Indian Chiefs calls deal with RCMP "broken", Story around conflict and the need to resolve outstanding problems

Therapy dogs being used more and more to deal with those who are recovering from physical and mental health issues

More young people receiving brain injuries - long term prognosis for several problems if more prevention isn't done

Tk'emlups First Nations get trained in wildfire protection, important work for First Nation to train people for new jobs and source of income

National Aboriginal Day - stories about its importance, cultural significance, educational opportunities, etc

Aboriginal youth council meetings in Kamloops- focus on problems facing aboriginal youth regarding education, drugs, etc

Local reaction to Quebec soccer ban on wearing turbans in games

First Nations man gets new trial after successfully appealing

Spirit bear new to Wildlife Park-what is a Spirit Bear and what is its cultural significance to our First Nations

Multiculturalism minister comes to Kamloops to discuss wording of a potential apology for the way the Chinese were treated during the building of our country, particularly the construction of the national railroad

National Aboriginal Day - major feature on events of the day, changes in the way we view First Nations, problems that continue to be barriers to their acceptance, and how other segments of our society can be more tolerant and work with them to be more understanding of their needs

T'kemlups Fire Drill- teaching First Nations firefighters to react to wildfires

Interior Chiefs meet to discuss Kinder Morgan pipeline proposal - need for consultation, impact of the pipeline twinning proposal on aboriginal lands

Feature on the Kamloops Therapeutic Riding Centre - what it does, helping children with autism and psychological issues become more confident and centered

Day of Caring - feature on how this program deals with children and adults who are in need of special help through learning skills - from poverty to possibility is the theme - focus deals with the opportunities to grow, especially those in need like single mothers, mothers trying to deal with new challenges

Aboriginal Summer Camps at TRU - opportunities for First Nations students to learn about Thompson Rivers University, the challenges they could face, the skills they need to develop, how to cope with University life, and career choices that make sense to their educational level

Aboriginal Early Childhood Development - a feature that dealt with the early childhood needs of disadvantaged First Nations children and their families - some of the challenges parents face, especially those that might be particularly generic to First Nations families

Aboriginal mining program - feature on a program designed to train First Nations workers for B.C. mines, where they get the groundwork necessary to work in the mines, and are allowed opportunities to gain work in the industry

Feature on the Kamloops United Church, and its new condominium development in downtown Kamloops, which will provide units for lower income families, single mothers with children, disadvantaged and handicapped people, etc

First Nation Len Marchand Junior appointed as provincial court judge. Feature on his background work on land claims issues and his ability to provide special insights to cases involving not only First Nations, but other disadvantaged groups

First Nations Court dedicated August 12 - a new First Nations court will provide more traditional justice for those charged with a variety of offences. The Court will deal with issues that are perhaps peculiar to First Nations and provides opportunities for rehabilitation that might not be otherwise available

Tears for Justice - a feature on efforts to look into criminal cases involving First Nation victims, especially involving stories of attacks and crimes against women.

Japanese Canadians celebrate 25 year Anniversary of redress-how the problems originated, what impact they had on families, and how many Japanese today live in the shadow of what was done. What still needs to be done to try to make amends

First Nations receive mine royalties of \$750,000 from New Gold Mine. Seen as an indication of the First Nations, the mine and government working together on resource development and sharing of revenue from that work

Taseko Mine rejected in the Cariboo for the second time. Ramifications for First Nations Kamloops Filipino Community raises thousands of dollars to aid relief efforts after disaster in the Philippines.

Sun Ridge Equipment of Kamloops named Best Aboriginal Business in B.C. focus on the business, what they do, who works for them, and what makes them special.

CKBZ-FM/CIFM-FM

International Days at TRU - B100 was a sponsor of this week long event with live interviews, produced promos and web support.

Ride Don't Hide for Mental Health Awareness - B100 provided live & web support for this event.

First Nations Emergency Preparedness Week - B100 & CIFM were sponsors and provided live and web support.

We also gave several tours of our radio stations including to the Barriere Enrichment Group for children with disabilities.

Program Director Cheryl Blackwell was once again involved in the Miss Kamloops Ambassador Program this year. There are between 10-15 young women each year, aged 16-19, covering all ethnic groups in Kamloops including visible minorities and Aboriginals. As part of their program they are given an introduction to our industry including interview techniques, a tour of the station and each do a voice over which are used in PSA's to promote the program as well.

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

News

KIOTAC OVER (January 3rd)

A long running tradition in Kimberley has come to an end. After 39 years of history in the city of Kimberley, the Kimberley International Old Time Accordion Championships is saying good-bye. Jeany Irvin is the chairperson of the KIOTAC Executive Committee. She says that after a number of years of increasing costs and falling revenues, it was time to call it a day. Jeany Irvin thanked all of the volunteers, the loyal patrons and the performers who made KIOTAC into a rich and meaningful event.

Mine Revenue (January 28th)

After a long haul of negotiations with the province, the Ktunaxa Nation will now benefit from resource development within their traditional territory. The Economic and Community Development agreement enables the Ktunaxa to share revenues from new coal mine projects in the Elk Valley. Ktunaxa Nation Chair Kathryn Teneese says she is pleased they have reached this agreement. Teneese says the Ktunaxa will continue their stewardship obligations to manage the land within their territory, which includes consultation of future projects.

Kimberley Fundraiser (February 4th)

Kimberly resident Jenna Homeniuk was diagnosed with leukemia in August of last year and now her friends and family want to bring her home. The 15-year-old has been battling the disease for the past 7 months at the Children's Hospital in Calgary. Fundraising Coordinator Katey Kirk-Connell says there are 387 kilometres between the hospital and Jenna's front door. She says people can sponsor a kilometre for 25 dollars in order to help bring Jenna home. Kirk-Connell says the goal is to raise \$10,000 dollars. Donations can be made at the Kootenay Savings Credit Union and can be made out to Jenna Homeniuk in trust.

Bladerunners (March 7th)

The Ktunaxa Nation has been named the sole East Kootenay distributor of the Bladerunners program. The announcement was made via press release from the Ministry of Jobs, Tourism and Skills Training. They awarded the program to three groups across the province, including the Ktunaxa. Bladerunners is an employment and skills training program that helps youth aged 15-30 gain job and life skills in order to help find employment. About 75 percent of participants in the program complete the training and gain employment. This year alone, about 12 hundred youth are expected to take part across the province.

Ktunaxa Treaty Agreement (Apr.10th)

The BC Government and Ktunaxa Nation will work together to create new jobs after a treaty agreement. The Incremental Treaty Agreement gives the nation around 242 hectares of government land outside the Village of Nakusp in the Wensley Bench area. The treaty can bring new business to the First Nation and also builds on the relationship between the Ktunaxa nation and the BC Government.

Immigrant Welcome Centre (July 25th)

The Immigrant Welcome Centre is open and very welcoming. Katherine Hough helps oversee the Centre and says they have a very simple goal, to make immigrants feel at home. The Centre offers lots of help, everything from finding work to getting information on attractions in the East Kootenay.

Fernie Francophone (September 3rd)

It's the dawn of a new school year at a brand new school in Fernie. Opening ceremonies were held at Ecole Sophie-Morigeau, a francophone public school administered by SD 93. The school is located in the Max Turyk building on Washburn Street. It is the product of the efforts of the Francophone Association of the Southern Rockies, who have been pushing for a francophone public school in the Elk Valley for a number of years.

People First Pie Auction (October 23rd)

People First Cranbrook is looking for your support. The non-profit organization will be holding a pie auction at the Tamarack Centre on November 9th. The pie auction is to help raise funds in support of People First Cranbrook, which is working to make sure that people with developmental disabilities are respected and included as full citizens in our community. People throughout the East Kootenay are welcome to bring two pies for the pie auction, an 8 inch pie to auction off and a 4 inch pie for judges to sample. Top pies in the contest have the chance to win prizes. For more info or to sign up for the auction, call Mike Gauthier at (250) 581-0158 or (250) 489-3901

Year of Reconciliation (October 23rd)

The next 365 days will be officially marked as a Year of Reconciliation with the First Nations, following a resolution by Cranbrook City Council. Initiated by Mayor Wayne Stetski, he says this will ensure a closer relationship between the city of Cranbrook and First Nations. Stetski says he wants to meet with First Nation leaders to discuss reconciliation.

Ktunaxa Jumbo (November 7th)

The Ktunaxa Nation wants you to come out and help recognize the importance of Jumbo. In an event on November 22nd, the Ktunaxa will hold a night of dancing, singing and storytelling at the Key City Theatre to show their cultural connection to the land. Jumbo has been in the news for the last couple of decades because of a proposed ski resort, which was recently approved. Doors open at 6:30, entrance fee is a suggested donation of 15 dollars before the vent gets started at 7.

Korean War Remembrance (November 12th)

The Remembrance Day ceremonies in Cranbrook featured a special presentation of the Flower of Patriots and Veterans pin to several Korean War veterans. Designed by South Korean Mayor Weon (WAWN) Chang-Mug, Cranbrook mayor Wayne Stetski says the pins recognize the sacrifice the soldiers gave in a war many forget about. Mayor Weon also sent a letter expressing gratitude for the work soldiers did during the Korean War.

Community Events

Each year we invite students from the Aqamnik Elementary School, a part of the Ktunaxa Nation to voice announcements for their school's upcoming Christmas celebrations. The students voice part of their announcements using their emerging language skills. The announcements are made in the Ktunaxa language. We then have the students voice station liners that run up until their event.

We also have the students join the morning show announcers to talk about their school and invite others to come and learn more about what the school offers.

The talents of the local, unofficial German-Canadian club were utilized to voice Merry Christmas greetings on B-104, in the German language. This not only raises awareness of the local German community but also helps to make them feel at home in their new home.

We also helped to celebrate the Philippine Independence Day, June 12. Local Filipino community members came on the radio to talk about their Independence and their lives in Canada, and in BC. We later worked closely with the Filipino community to promote fundraising efforts in support of the earthquake, then two months later, the typhoon that wiped-out many communities. We worked with local businesses and in many cases the employers of our Filipino friends to raise funds for their families back home.

We also worked with members of the Italian community and their work through the Colombo Lodge to raise funds and awareness for all nationalities in the community. They've hosted, and we've promoted dinners for, families fighting cancer, hockey tournaments, and an assortment of community projects. All nationalities are supported by, and welcomed at, the Colombo Lodge.

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

Our annual Canada Day News Special highlighted how people with different cultural backgrounds have gathered in Canada while continuing to practice their cultural traditions. This year we produced a story of a man from Italy who moved to Canada following the second world war. His story is similar to the thousands of immigrants who moved to northern BC in the late 40's and early 50's. Their tolerance and acceptance has led to a rich and vibrant cultural community in Prince George.

Our significant First Nations population provides our newsroom with a number of stories on aboriginal issues. The issues range from political, such as the election of a Chief, to sports, such as an All-Native Fastball tournament. One of the largest First Nations events of the year was the 37th annual Gathering of the Elders. This was the first time in memory the event was held north of the Fraser Valley. Its theme was one of forgiveness. It also coincided with the 100th anniversary of the establishment of the Lheidli T'enneh reserve near Shelley. We also followed the development of a hand carved canoe which when completed, was thought to be the first hand carved cottonwood canoe released into the Nechako in more than 60 years.

In 2013 CKPG-TV ran a special program focused on the upcoming 2015 Canada Winter Games. One component of our special on the Canada Summer Games, dealt with the role of the Lheidli T'enneh and its role as the first Official Host First Nation of the Canada Winter Games. We spoke to Chief Dominic Frederick about the significance of the band's role in the games.

Partnering with the Kwadacha First Nation, we were able to bring our viewers news of the opening of a \$5 million dollar health centre in the community, located at the northern end of the Williston Reservoir. We also followed CNC dental students to the nearby community of Fort Ware and told the story of how they were able to assist the First Nation overcome some chronic dental health issues.

The Prince George station sponsored and provided coverage for the 37th Annual BC Elders Gathering, a celebration acknowledging and bestowing respect, gratitude and honour, hosted by Lheidli T'enneh Nation, brought over five thousand Elders to Prince George on July 9, 10, and 11, 2013.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

Diversity outreach events this past year were The Canadian National Fastball Championships. To support friends, listeners and clients in our Aboriginal community we gained exclusive sponsorship of this event.

We donated \$4,060 by broadcasting 70 thirty second advertisements, provided live reports from the venue and coverage on news/sports casts and we provided Big Country and Sunrype promotional product for giveaway at the event.

We also connected with the local Metis office of Rupertsland Institute to initiate mentoring programs and to help them promote other mentoring opportunities for their people in our region.

We supported the program with News coverage and donated an on-air promotional campaign of 44 thirty second advertisements from April 15 - May 6 with a value of \$3,168.

Additional Community Event and News Coverage Highlights;

On-air promotion via Community Calendar and News for The Buddy Walk September 15, 2013. The walk helps fund Canadian Down Syndrome Society programs in Grande Prairie.

The northern most Hindu temple in Canada has opened in the County of Grande Prairie. Grande Prairie Hindu Association founding member Ratna Roy says the temple will serve Hindu families throughout the Peace Country.

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

To celebrate Aboriginal Peoples Week in June, Country 95 personality Paul "Bobcat" Wesley interviewed Ontario Aboriginal/country recording artist Genevieve Fisher about her career and what it means for her to be aboriginal. The 5 minute interview was recorded on June 18 2013 and linked to on country95.fm and played on air June 20 2013.

Our Creative Director Nadine Szpendyk, volunteered to be a part of the Growth Planning Committee for the Lethbridge Aboriginal Peace Pow Wow. They meet very second month, meeting a few more times closer to the event in February of each year. She is involved with group as they submit a proposal to the Festival and Events Program of Alberta Tourism, Parks and Recreation, developing a five year growth plan for the local Pow-Wow.

New Stories:

In January, There were "Idle no more" information campaigns in our area, in an effort to repeal Federal Bill C-45. The events were in Brocket and Standoff reserves and a rally also took place in Galt Gardens in Lethbridge, sponsored by the Sik Ooh kotoki Friendship Society.

Later in the month, Community in Unity was held at Galt Gardens in Lethbridge. The event invites all nations to come together to pray for world unity amongst all nations and mother earth. Community in Unity will feature a candlelight vigil, live music, dancers, singers, and speakers

There was a good turnout in February for the Career and Resource Fair hosted by the Aboriginal Council of Lethbridge. They were expecting about 300 people to walk through the doors to meet with over 60 employers from a range of companies, but attendance was much higher. This was the 3rd annual event and this year they also tried to help connect people with the community to help make the transition into Lethbridge more successful. Country 95 and B-93 hosted a booth at the event talking and answering questions about careers in broadcasting.

U of L President Mike Mahon is hoping to expand the universities international student population. The president traveled to Mexico hoping to explore partnership opportunities with Mexico's National Council for Science and Technology. The organization provides funding for Mexican students to pursue their Masters or doctorate studies both nationally and internationally. Mahon says the university is in the process of signing an MOU with the organization, which

would allow Mexican students to do their work in Lethbridge. Mahon adds working with indigenous universities in Mexico will help the U of L better serve its aboriginal student body.

Lethbridge Immigrant Services partnered with the Lethbridge Chamber of Commerce to host The Newcomers' Network. The event at the Lethbridge Lodge, was to help immigrants and area businesses meet their employments goals. Sessions included teaching business owners, managers HR staff and job placement agencies how to attract and retain immigrant workers as well as help newcomers understand what adjustments they may need to adapt to a new workplace.

A number of prominent community leaders are spending time in a wheelchair in May for the Chair-Leaders event put on by the Canadian Paraplegic Association. It was designed to increase awareness of accessibility in Lethbridge as well as raise funds for persons with spinal cord injuries and mobility issues. Councillor Jeff Coffman toured the city and said “understanding access and mobility needs to be part of the job for an elected official...to help understand how what they build and design affects people.”

During Aboriginal Awareness Week, numerous events held in our area from an elders tea to an aboriginal art show happening every day in our city. Jacinda Weiss with the Aboriginal Council of Lethbridge noted that a couple of mini pow-wows at local schools went well this year, as a part of bringing younger generations together. Aboriginal Awareness Week is into its fifth year...and has been growing steadily with more community involvement every year.

In September, the Lethbridge Civic election campaign has its first ever Aboriginal candidate. Martin Heavy Head is currently pursuing a Bachelor of Science Degree in Psychology at the U of L. He has worked in tourism, science, and the medical field as a Certified Nursing Assistant. Also this month, Men slipped into high heels and walked around Galt Gardens for a good cause today. It's the 3rd annual Walk a Mile in Her Shoes event to raise funds for the YWCA's Family Violence Programs. The event is symbolic in that it's about taking a step away from domestic violence. CEO of the YWCA Kristine Cassie says fundraising events like this are extremely important to keep them operational. More than \$26,000 was raised during the event. Country 95 personalities Brent Brooks and Marv Gunderson participated as well as B93 personality Ryan Carroll.

The Opokaa'sin Early Intervention Society celebrated the grand opening of their new facility in November. They moved into a much larger space across the street on Stafford Drive North. Opokaa'sin provides things like preschool and day care, after school programs, as well as family preservation, and programs for Aboriginal Persons with Developmental Disabilities. The \$1.2 million dollar goal is underway and have so far raised close to \$500,000. Also, the strengths of those with disabilities in our community and some of the challenges they face...was the focus of the 8th annual International Day of Persons with Disabilities. Dillon Adkins with the Canadian Paraplegic Association noted that it's a great opportunity for the community to come together and for everyone to not take their health for granted. An estimated 350,000 Albertans live with some form of disability.

Summary: In **2013**, our News Department completed 1,590 local stories and 75 dealt with diversity.

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

JPBG Medicine Hat donates matching advertising to non-profit groups who advertise with the stations. Groups like Saamis Aboriginal Employment, Medicine Hat Pride Association, and the Schizophrenia Society have benefited (\$13,000 between those three alone) over the year.

We have done a number of tours of our station with disabled groups, including the CORE Association, which supports the developmentally disabled.

New Stories:

A few examples of our stations reflection of cultural diversity in our community through news coverage in 2013:

January 8 - Reaction from the local aboriginal community to a federal court ruling on status for off-reserve aboriginal people.

January 29 - Report on the City of Medicine Hat extending hours for special transit services for seniors and the disabled to deliver greater independence and mobility.

February 10 - Report on a decision by a local group for people with disabilities to close one of their offices.

March 10 - Coverage of a job fair held by the CORE Association which provides support for people with developmental disabilities.

March 12 - Report on a new aboriginal women's society at the Miywasin Centre.

April 17 - Report on the efforts of the CORE Association to convert a former school into a long-term facility for persons with disabilities.

May 22 - Coverage of reaction from the Medicine Hat Pride Association to a new policy allowing gay men to donate blood.

June 20 - Pre-event coverage of National Aboriginal Day celebrations.

July 3 - A live noon interview regarding Autism Family Fun Day.

August 20 - Report on a decision by the Prairie Rose School district to introduce a Mennonite Education Program.

September - Coverage of the lead-up to the city's first Gay Pride Festival and of the Festival itself.

September 15 - Report on a visually impaired man lobbying for audible traffic signals in Medicine Hat intersections.

December 2 - Coverage of a former resident of the Philippines taking donations for victims of the typhoon.

December 15 - Coverage of local events to commemorate the life of former South African President Nelson Mandela.

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

As in past reports the one biggest commitment we have, more-so from an ‘outreach’ perspective is our annual campaign in partnership with Cosmos Bottle Depots. This is a campaign which definitely helps directly with the employment of physically & mentally challenged members of our community. Plus, the money raised each month from this campaign goes directly to a different charity each and every month of the year.

As far as local stories we cover everything from the building of a new Aboriginal Culture Centre, Alberta Culture Days, helping the community understand the goals of the Central Alberta Poverty Reduction Alliance to how international events/tragedies impact the diverse groups who are an important part of our community.

We are always conscious of the fact that our listeners, our customers are diverse and come from many different cultural backgrounds. We respect this diversity in how we cover events and in determining the events we report on.

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
November 8, 2013

SAIT Student Wins Equity Scholarship

A student from the Southern Alberta Institute of Technology is the recipient of the 2013 Alberta Equity Scholarship, an initiative of the Alberta stations of the Jim Pattison Broadcast Group.

Jeffery Keddy is a 2nd year Broadcast Systems Technology student, with previous experience in the production side of the broadcast industry. He is also a member of the Glooscap First Nation of Kings County, Nova Scotia.

Jeff overcame major obstacles to pursue his current career goals. While training for a change in careers, he suffered permanent injuries from an accident. After being laid up for a year, he changed his goal to broadcast engineering, and now carries an exemplary grade point average.

His instructors and employers describe Keddy as “enthusiastic and hard working”, “highly self-motivated”, “bright and personable” with a “strong sense of professionalism”.

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.



Jeff Keddy, winner of the 2013 JPBG Alberta Equity Scholarship

Jeff has received \$2,000 to assist him in pursuing his 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:

Dave Sherwood – Scholarship Committee Chair
Jim Pattison Broadcast Group, Medicine Hat
(403) 548-8246 dsherwood@jpbg.ca