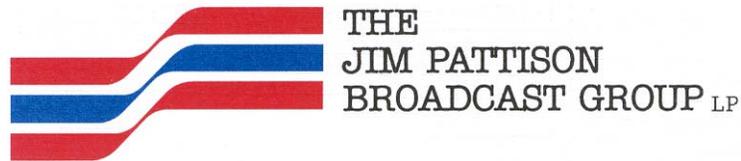


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE  
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY  
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL  
DIVERSITY DURING 2016**

**JANUARY 2017**



## REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2016

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## 1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2016

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2016. As in prior years, this introduction reviews our high level general strategies on cultural diversity.

As the Commission is aware, our Group is located and operates in western Canada including providing service in Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world. We take pride in our longstanding support for cultural diversity in each city. For example, in Vancouver we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio for the past 27 years. We continue with that partnership today, and as will be revealed by this report, it demonstrates the approach to diversity that we carry and maintain throughout our station group. We operate in 24 communities in British Columbia, Alberta, Saskatchewan and Manitoba, and have made the support of cultural diversity a key component of our business.

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

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

In 2016, The Jim Pattison Broadcast Group hired 114 people. Of that number 66, or 57.9%, were members of one or more designated groups. Note, due to the fact that some hires were members of more than one group, the following list adds up to more than the 66 hires.

60 were women (52.6%)  
4 were Aboriginal (3.5%)  
7 were visible minorities (6.1%)  
2 were persons with disabilities (1.8%)

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, British Columbia, Saskatchewan and Manitoba, except for our ten larger market stations in Vancouver, Victoria, Calgary, Edmonton and Winnipeg, we continue to employ very loyal, long-term employees.

Cultural Diversity and Employment Equity is very front-of-mind at the Jim Pattison Broadcast Group, and the company was recently recognized for outstanding achievement in employment equity in the workplace. We accepted the award from the Minister of Employment, Workplace Development and Labour at the inaugural Employment Equity Achievement Awards in April 2016. The Jim Pattison Broadcast Group was recognized for its above local market availability representation for Aboriginal peoples and persons with disabilities. As well, the company acknowledged for achieving an increase in representation in all four designated groups.

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

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

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

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

Turning to the format of this report, we have modelled it in a manner that coincides with the document produced by the Canadian Association of Broadcasters and the Commission focussing

on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have been consistent with the efforts detailed in our January 2016 report. We have continued most of initiatives identified last year and have added others in 2016.

## **2. CORPORATE ACCOUNTABILITY**

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

Our senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The President of the JPBG, Mr. Rod Schween was in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2016.

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

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

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

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

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

The Performance Improvement Plan form, which serves as the basis for annual manager/employee discussions on performance assessments, sets out the company’s commitment

to “employment equity, increasing diversity and to removing barriers to designated groups.” The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving employment equity, improving diversity and removing any systemic barriers. It also ensures that employees are informed of the initiatives the employer has undertaken in relation to diversity.

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 2016.

### **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 2016 to continue an internal Employment Equity Job Posting Database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division’s region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but by exposing job opportunities to these organizations it can also help increase interest for young people and members of the designated groups to consider careers in broadcasting, and also educate them on what skills and knowledge it will take for them to be successful in this industry.

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

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

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

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

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

## **BRITISH COLUMBIA**

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

Senior Program Director John Shields and General Manager Rob Bye attended an informative breakfast seminar called “Speaking about Diversity”. The event, attended by many business people, was designed to increase knowledge and inspire businesses to hire people with disabilities.

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

A Female visible minority was hired in February for a 12 month Creative Writer maternity leave position in our Nanaimo office to temporarily replace another female team member.

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

From the perspective of personnel change, the Vancouver Division of the Jim Pattison Broadcast Group had a relatively quiet year of change in 2016. A total of 10 new hires joined the team during the course of the year.

As of December 31, 2016, the Vancouver Division employed 41 full and part-time employees.

This included the following breakdown:

<u>Visible Minorities</u>	<u>Person w/ Disabilities</u>	<u>Aboriginals</u>
4	2	1

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

We had a vacancy for a Midday Announcer on CIFM-FM in Kamloops. Though we hired a Male for the position, we did receive applications from 5 women, 2 visible minorities and 1

person with a disability. 50% of our interviews were with an individual from a designated group. In fact, one of the women who applied ended up accepting a job before we could hire her. She was definitely in consideration prior to that.

#### **VERNON, BRITISH COLUMBIA (CKIZ-FM)**

At our Vernon Division a Female visible minority (50% Venezuelan) joined the sales team as a full time employee in March of 2016 as a recruit from the KISS-FM Events Crew. In October, she left the sales department and moved into the Promotions Assistant role.

#### **ALBERTA**

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

For the year the Medicine Hat division had six new hires, three of whom were women, and one member of a visible minority. This year, we were pleased to hire a Female visible minority as a member of our sales department.

JPBG in Medicine Hat is proud of its tradition of inclusiveness and the important part that people of many different cultures contribute to our community and our station. Many existing employees with a variety of cultural backgrounds and abilities continue to be an important part of our team.

JPBG Medicine Hat has a large number of employees who self-identify as disabled. These include several members of the management team, which includes two diabetics and a person with Parkinson Disease and Crohn's Disease. Also, a part-time member of our TV Master Control and Production team is a wheelchair-bound employee who has been with us since August of 2014. He has been extending his skill set, and is now an important contributor to our operation. JPBG Medicine Hat accommodated the disability of a Supervisor by purchasing a computer device that allows her to work while standing. This has proved effective in reducing pain from her back problems. The company has always been accommodating in trying to help these employees, and understanding their needs.

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

A number of our key employees identify as Visible Minorities at our Calgary stations and have been given expanded opportunities at our stations. This includes a new Calgary hire who was the former Promotions Director at our sister station in Edmonton, another valued team member who has been promoted to become a Full-time Creative Writer, a Midday On-Air Host and a Commercial Producer. As well, three of our part-time street team members are Female visible minorities. All are important contributors to our growing operations.

##### **EDMONTON, ALBERTA (CKNO-FM AND CIUP-FM)**

There are two Visible minorities and three Aboriginal staff members at the Edmonton Division, which includes four employees who have on-air duties.

## **SASKATCHEWAN**

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

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

**MEADOW LAKE, SASKATCHEWAN (CJNS-FM)**

One of our successful hires this year at our Saskatchewan radio properties has been an individual of First Nations ancestry. Since arriving he has developed incredible relationships with our First Nations Communities in the entire region. This has given us a whole new insight as well as access to First Nations events like Pow Wows, Success stories, issues on local reserves, and access to First Nations Leaders and Elders. While other newsrooms are only discussing crime and problems on reserves, we are now able to cover the success stories and initiatives undertaken by the leaders and reserves.

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

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008, 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 helps us to recruit new employees and retain our existing employees.

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

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

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

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

As mentioned in our opening comments, we are extremely proud of the long-standing 27 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 27 years ago.

In terms of ensuring diversity in the experts and commentators used for news stories and ensuring that they do not only comment on issues specific to their cultural backgrounds as indicated, the JPBG did not have news intensive radio formats until fairly recently when 2 AM radio stations from Saskatchewan were acquired. Because of this, it is very rare for the majority of our stations to consult with an expert on-air. Further, as many of our stations are in smaller markets, it can be difficult to access experts on news topic in any event. Where we do rely on experts, we recognize our commitment to best practices and pursue individuals from a broad range of diverse backgrounds and ensure their comments are not simply limited to topics pertaining to their own ethnicity. This is demonstrated in a number of the story examples listed later in this report.

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

As the Commission is aware, the JPBG is a growing Western Canadian broadcast group which has in recent years moved from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into JPBG, we have been working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity in broadcasting within our radio stations. We continued to make progress in this regard in 2016.

## **5. INTERNSHIP, MENTORING AND SCHOLARSHIPS**

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

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

JPBG is most proud to continue the scholarships we instituted in Western Canada. For example, our stations in Alberta, Saskatchewan and Manitoba support the JPBG Prairie Equity Scholarship. The Scholarship was instituted in 2009 to address the shortage of Alberta broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. 13 entries were received for the 2016 Prairie Equity Scholarship where the company awards 2 scholarships of \$2,000 each to worthy students representing the four designed groups who have aspirations in the field of broadcasting.

Two Visible Minority students from SAIT Polytechnic in Calgary are the 2016 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarships, an initiative led by JPBG Medicine Hat. Ge (Grace) Guo is a second year student in the Broadcast Systems Technology Program at SAIT. After experiencing gender discrimination within the Chinese broadcasting industry, Ge moved to Canada with her parents a few years ago. While overcoming language and cultural barriers, she has excelled in her chosen field of Broadcast Technology. Iman Ali Saleh Saad is a second year Television Production student at SAIT. A permanent resident of Canada, Iman immigrated to Canada in 2011 from Eritrea in East Africa. Ge Guo and Iman Ali Saleh Saad have each received \$2,000 to assist them in pursuing their education and career goals. The scholarship initiative is supported by the JPBG stations in Calgary, Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat, Red Deer, Edmonton, Prince Albert, North Battleford, Meadow Lake and Winnipeg.

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

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

In 2016 we updated a promotional video regarding different careers in broadcasting. The video showcased information on our company and values, and as well spoke about the different opportunities in the broadcasting field. This video is an excellent tool to show to high school students and at different career fairs and is shared with all of our stations in Western Canada.

## **BRITISH COLUMBIA**

### **VERNON, BRITISH COLUMBIA (CKIZ-FM)**

The KISS-FM events crew at our Vernon Division continues to be an excellent training ground for young people, and currently consists of 7 permanent part-time female employees, and one self-identified visible minority (50% Japanese).

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

Our Prince George Division continues to host individuals who express an interest in radio, television and digital media. We team up with local organizations, from Employment Service agencies, to Mental Health programs.

## **ALBERTA**

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

In Lethbridge, the stations provided through their CTD Commitments scholarships to Lethbridge College, WR Meyers High School in Taber, LCI High School and Winston Churchill Secondary Schools in Lethbridge.

They also had a few groups from the local high schools spend about 6 hours each, job shadowing our announcers in 2016. Students were from Raymond, Cardston, Coaldale, Nobleford and Lethbridge.

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

Brittany Allan did a presentation at Sexsmith Secondary School. The students were participating in a radio project with information regarding the creative process. Brittany discussed opportunities in radio, internships as well as the JPBG scholarship program.

A Female interned in Big Country Programming and Promotions for 3 months. Her internship developed from an Employment Equity Outreach Program we have developed with the Tabeneau Centre in Grande Prairie. She first saw our operation as a high school drop-out while on tour with the Tabeneau Centre and informed us it changed her life. She went back for upgrading and finished grade 10, 11 and 12 in one year and now plans to attend Broadcast school.

Another intern came to the station through an Employment Equity Initiative with the YMCA. The individual is autistic and thus his employment opportunities are limited. Through mentorship with Paul Ouellette, Brittany Meen and Cristy Kuntz, the intern fell in love with radio and the YMCA asked if we would extend the internship. We agreed. He comes in twice a week and helps in all areas of the station including voicing the community calendar on Q99. However, the mentoring relationship he developed with afternoon host Cristy Kuntz specifically has really blossomed; So much so that we have added him as a paid part time board operator for Q99 to go along with his internship.

The Q99 Scholarship of \$1,000 was presented to Aboriginal Grande Prairie Regional College Fine Arts student and class valedictorian Jennifer Tourangeau.

The Big Country Scholarship of \$1,200 was presented to Grande Prairie Regional College Fine Arts student Meghan Edgerton.

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

A gentleman with disabilities was employed at our Rocky Mountain House station. He was first brought to our attention with a local organization called The Rocky Support Services Society. Rocky Support Services is a not-for-profit agency that has in the last 38 years provided support, services and affordable housing to adults with disabilities. Part of that includes finding their clients meaningful employment. The individual was invited to work for B-94 as an assistant to the Music Director where he has now been working for the past 5 years. He comes in for one hour once a week to assist Music Director Moe Janke and receives a small paycheck for each hour worked. He helps do a variety of tasks during his time at the station including inputting music into the system and filing paperwork.

#### **SASKATCHEWAN**

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

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

##### **MEADOW LAKE, SASKATCHEWAN (CJNS-FM)**

Twice a year interns work in the newsrooms at our Saskatchewan radio stations. We have had terrific diversity with two interns in particular. One young lady was from Nigeria and our most recent intern was a young lady from China.

One of the most exciting relationships we have been able to cultivate is with INAC in Regina. This is a journalism degree program from the First Nations University. We look forward to having interns and graduates join us in the future.

Another area we are growing is with our local High Schools. Working with the principals and teachers, we are bringing in students interested in pursuing a journalism career. They can experience our working newsroom and as well as provide content about events and happenings at their local schools. The program is also now recognized and students are now able to receive class credits.

Another relationship that continues to grow is with WABC Broadcast College in Saskatoon. We are in constant contact for new broadcasters as well as a resource for finding those with more experience. One of our more recent hires is a young lady recommended by WABC, who is now doing our afternoon drive show on our Prince Albert rock station. She is also one of our key on location announcers and involved in most “behind the scenes” aspects of the on air of the station.

## **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 2016 we continued our commitment to outreach to our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba, and we are pleased to describe some of those initiatives here. The JPBG operates in, for the most part, 24 different, distinct communities in British Columbia, Alberta, Saskatchewan and Manitoba. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

The award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to its audiences, along with being totally immersed in the good will of each and every city we operate in. In 2016, the Broadcast Group donated \$21 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Ronald McDonald House, United Way, MS Bike Tour, YMCA Healthy Kids Day, MADD Canada, World Alzheimer Month, Basics for Babies or Variety, The Children’s Charity Radiothon, 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 2016, which are set out below.

## **BRITISH COLUMBIA**

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

Victoria promoted and attended the Victoria Aboriginal Cultural Festival in June. This is a free three-day celebration of Aboriginal Culture with music, dance, arts and crafts, food and more. The station provided live mentions, an on-air interview, blog post on The Zone website, live Cruiser visit and social media posts over the entire weekend.

Another event promoted was the Victoria Immigrant and Refugee Society Syrian refugee fundraising event. The main event was a concert by local artist Nelly Furtado. The station aired concert promos and had live on-air mentions.

The Q and The Zone are sponsors of Victoria's One Wave Festival in September - celebrating the arts and culture of area First Nations. One Wave is a Pacific arts and culture festival produced by Pacific Peoples' Partnership in Victoria BC on unceded Lekwungen (Coast and Straits Salish) territory.

We featured on-air interviews with the organizers of the India Canada Cultural Association, India Mela Festival held in downtown Victoria.

We saluted our Chinese listeners by airing a special Chinese New Year's message. We promoted and attended the Victoria Chinese Business Association's United Way dinner and auction.

We supported WorkLink Employment Society with a PSA campaign. They assist people searching for employment opportunities and run an Aboriginal Outreach Program.

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

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

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

### **PORT ALBERNI, BRITISH COLUMBIA (CJAV-FM)**

We had a very successful Variety Radiothon on The Eagle raising more than \$37,000 in one day to help local kids and families of local kids with special needs.

Other events in 2016:

- Vancouver Island Mental Health Society
- Haven Society
- Grandmothers to Grandmothers (in support of the Stephen Lewis Foundation – helping orphans in Africa)
- Nanaimo African Heritage Society's Black History Month
- Nanaimo Francophone Society's Maple Sugar Festival

Relevant news stories:

Nanoose First Nation says they're not giving up the fight to create a public park near their reserve despite a negative response from the federal government. The Department of National Defense has denied the bands request to turn a piece of nearby waterfront military test range property known as Wallis Point into a park. DND spokesman Evan Koronewski states in an email that a controlled security framework must be maintained around the entire property and that a public park does not meet this criteria.

An art installation set up for the Royal Visit in Victoria will now be on display at Vancouver Island University. The Witness Blanket includes items reclaimed from residential schools to bring to light the impacts of that controversial era in Canadian history. Spokesperson Sharon Hobenshield with VIU says the Witness Blanket is an important piece that will evoke an emotional response.

People are wearing orange to remember children who survived residential schools, and those who did not. Wendy Beaton with the Tsawalk Learning Centre in Nanaimo says the movement towards reconciliation was inspired by the story of a woman from northern B.C. named Phyllis Webstad. "She was given an orange shirt to wear to her first day of residential school," says Beaton. When she got there her shirt was taken away from her, so when she shared that story people started to really relate to it.

It's now or never if we want to protect the Salish Sea for future generations. That's the view of the 'Salish Sea Trust', a Nanaimo group putting together a campaign to have the body of water classified as a UNESCO World Heritage Site. Interim director Laurie Gourlay says the Salish Sea has great natural heritage and historical significance. "We have a place that offers everything. There's a need then to put measures in place so that it's protected for all of humanity for all the generations into the future so that everyone can come and enjoy this," says Gourlay.

For the first time ever, Nanaimo will have a Pride Parade. The June 12th parade will wrap up a whole week of activities planned to focus on inclusion and celebrating diversity. Rick Myers, president of the Nanaimo Pride Society, says the Harbour City has come a long way, noting a time in 2000 when the mayor walked out of the room when approached by the pride group.

About 40 Syrian refugees in Nanaimo exchanged hotel rooms for permanent housing. To families moved into their new homes. Six other families were expected to move in to their new homes not long after. These eight government-sponsored Syrian refugees arrived in Nanaimo on March 3rd.

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

On a monthly basis the Vancouver Division supports a variety of groups serving people with disabilities, including Power to Play, which supports youth with mental and physical disabilities, and Ride Don't Hide, which supports people with mental illness.

New Year's Eve of 2016 saw both JRfm and THE PEAK team up with Brand Live for the second annual Concord's New Year's Eve Vancouver. An estimated 80,000 packed Canada Place Way and Coal Harbour for a free, public New Year's Eve celebration complete with

Fireworks. It was an all-ages community event with free musical entertainment from Canadian musicians in both the rock and country formats, including Crystal Shawanda, an aboriginal country artist, and Delhi 2 Dublin, a world music group who play a fusion of Bhangra, Electronic, Funk, Dub Reggae, Hip Hop, Celtic music and a mash-up of other genres.

JRfm continued its partnership with the Township of Langley in Langley's Canada Day JRBQ, featuring community and multicultural partners and entertainment. The event saw approximately 10,000+ attendees in 2016 and more is expected in 2017 as we celebrate Canada 150.

Both JRfm and THE PEAK continue to employ a diverse part time street team that is responsible for representing the stations and helping to publicize a wide variety of cultural and ethnic events throughout the Greater Vancouver Area.

The cross promotion of the cultural and ethnic events generally consists of live or produced PSA announcements, inclusion on PEAK Around Vancouver (PEAK) or Hometown Hotspots (JRfm), and web site listings. A partial list of events covered in 2016 include:

- International Guitar Night at The ACT Theatre
- Chutzpah Festival
- The Keltic Landing
- Celtic Fest
- Cinco de Mayo – en la Casa de Amigos downtown Vancouver
- Surrey Fusion Festival
- Greek Day on Broadway
- Vancouver International Jazz Festival
- Vancouver Chinatown Festival
- Richmond World Festival
- The Vancouver International Film Festival
- Surrey Children's Festival- Scandinavian Midsummer Festival
- Port Moody Oktoberfest
- Vancouver Christmas Market – German

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

Q103.1 syndicated a midday show in 2016 with both hosts falling into the category of visible minorities.

Ongoing the station is promoting several cultural events in their Closest to the Community Feature.

They also continue to support visible minorities through Kids Care campaigns and bursaries.

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

### **News Stories**

- Canada Day celebrations, focusing on the multicultural exhibits, international exhibitions from Thompson Rivers University, and the role various cultures play in the national mix in our community.
- Preview of Music in the Park during July and August, focusing on several concerts by international groups and a group featuring a disabled student.
- Feature on an artist with Down Syndrome who has overcome adversity to be able to paint.
- Feature on National Census and the importance for ethnic minorities and indigenous people to fill out the form to provide accurate representation of their groups in the cultural mix.
- Feature on Kamloops Pow Wow Days with special emphasis on efforts by indigenous peoples to find ties to their cultural history, and efforts to become more independent and deal with the prejudices that still permeate the First Nations population.
- Celebration of Heritage for Secwepemc First Nations in the Kamloops area-preservation of First Nations heritage, and the chance to become a more meaningful participant in new development agreements on traditional lands.
- Tk'emlups Indian Band bans use of beachfront property by non-natives.
- Tk'emlups Indian Band holds first hop farm harvest, a new economic initiative on Band land.
- Nicola Valley Indian Band signs a new agreement to obtain part of the tax money paid by Highland Valley Copper.
- Orange Shirt Day - wearing of orange shirts to remind the public that systemic racism is still rampant in society and must be dealt with.

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

Cranbrook stations are now running a Ktunaxa Tribal Council report two mornings a week from April to October, updating listeners on the activities and initiatives the band is pursuing in Southeast BC. The Drive and B104 news team spoke with Kathryn Teneese and other representatives of the Ktunaxa Nation on numerous topics throughout 2016. These include the Canadian Human Rights Tribunal ruling on First Nation children discrimination in January, employment initiatives for First Nations in the East Kootenay, reconciliation in the wake of the TRC report released in March and ongoing litigation around Jumbo Glacier Resort throughout the year.

Groups in Cranbrook, Kimberley and Fernie continued their efforts to bring refugee families into the community throughout 2016. A Syrian refugee family arrived in Cranbrook in early 2016 through the efforts of Kootenays Care for Refugees. A family from Pakistan arrived in Kimberley in September through the Kimberley Refugee Resettlement Group, and Fernie

refugee families arrived in the Elk Valley in April.

The St. Mary's Band held their band election in October, which saw the appointment of a new chief for the band council. Joe Pierre Junior is the new head of council, while councillors Codie Morigeau and Julie Birdstone were also elected.

The College of the Rockies hosted a number of First Nations and Aboriginal guest speakers over 2016, including Political Leader Arthur Manuel, former St. Mary's Band Chief Sophie Pierre and an art exhibit from Doctor Andrea Walsh focusing on Repatriation as Reconciliation. COTR also hired an indigenous liaison this year to help with increasing Aboriginal student graduation rates. More than 10% of the college's students are Aboriginal.

Two playgrounds focused around accessibility opened in Cranbrook this year. The Generations Playground near Western Financial Place opened in May and allows children of all ages to play together. Cranbrook's Highlands Elementary opened play areas for their playground in November accessible to children with wheelchairs.

Cranbrook's Tristen Chernove had a banner year, winning three medals at the Rio Paralympics in September. He also won two gold medals at the Para-Cycling Track World Championship in Italy and was recognized by Canadian Cyclists as the Para-Cyclist of the Year, the first person to be honoured in the new award category.

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

In March, the Prince George Division signed an agreement with the Northern BC First Nations AIDS/HIV Coalition to produce a non-broadcast video promoting healthy living. Part of the commitment is to include four youth members in the production process as a learning and teaching opportunity.

The station also recently completed production on an annual television campaign for the Prince George Nechako Aboriginal Employment and Training Association encouraging employers to consider First Nations applicants for career opportunities.

### **News**

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

Three families of Syrian refugees came to Prince George in January. Even though the first family of 5 arrived at 1:30 in the morning, residents gathered at the airport to greet them and welcome them to the city. Through tears of happiness the mother of the family addressed the crowd saying "is this Canada or is this a dream?"

CKPG TV produced a story on a young man trying out for the goaltender position for a local hockey team. The young man has a disability, but that doesn't stop him. After the story aired, the Upper Deck Company developed a hockey card for the youngster.

We covered the opening of the Duz Cho Forest Products Sawmill in Mackenzie. The Company is owned by the McLeod Lake Indian Band and is providing 28 new jobs at the mill, with the majority filled by First Nations.

A grade 12 Duchess Park Student is the newest recipient of the largest Canadian scholarship to study in the sciences. Mana Moshkforoush earned the \$60,000 Schulich Leadership Scholarship to study science at McGill University. Originally from Iran, she moved to Prince George last year with dreams of going into medicine.

UNBC's School of Social Work is launching the new Aboriginal Child and Youth Mental Health Certificate. The graduate-level program is totally online, so students from all corners of our region can access it. Instructor Susan Burke says in order to work with First Nations children and youth, it's essential to understand the history of colonization and multi-generational trauma. Through this program, Burke is hopeful many practicing social workers will be able to share their experiences and ideas. The certificate offers one course per semester, making it accessible to people already working in the field. Burke, a Metis, has 20 years of experience as a social worker and is currently completing her doctorate.

At the second annual Indigenous games, Grade 7 students are getting to try their hand at archery, lacrosse, drumming and other traditional First Nations activities. It's a way for students from eight different schools to get to know each other before heading into high school this fall. The event also aims to encourage people of all backgrounds to recognize and celebrate First Nations culture.

The Canadian Native Fastball Championships included a mention of Trent Seymour, a First Nations man, also a paraplegic, who is the first disabled umpire in Canada.

As well, we produced a half hour special for Canada Day, which included a story on a Syrian refugee family settling into their new home here in Prince George.

The station sponsored numerous community events. Two examples with strong correlation to Employment Equity are:

- The Ignite Conference hosted by AiMHi and Inclusion BC June 23 to 25 focused on inspiration and education on developmental disability and inclusion. More than 650 self-advocates, family members, service providers, support workers, community leaders, advocates and allies attended, promoting inclusion, citizenship, innovation, supports and access and leadership.
- The 4<sup>th</sup> Annual Ride Don't Hide Event on June 26 was part of a national fundraiser to break the stigma around mental health. Proceeds are earmarked to provide education services in Prince George.

## **ALBERTA**

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

Mental Health – Rachel Nevers tour for clients searching for new career opportunities.

R-Work Force Development relationship established by Office Manager Eleanor Blimke. Through our relationship with R-Work Force we are offering clients with mental and physical disabilities the opportunity to job shadow and intern in our operation.

Goodwill Industries outreach relationship developed by JPBG Grande Prairie team members Ashley Simigan and Justin Pautonnier. Ashley has worked to foster learning opportunities for Goodwill clients with physical and mental disabilities. Justin has volunteered as the Goodwill Greatness Awards emcee and ambassador for the last three years running.

The Grande Prairie stations supported the BE YOU campaign promoting positive esteem for a diverse group of young girls 10-15, and established through promotion and an outreach project with the Prairie Mall.

Gift in Kind outreach advertising dollars (\$870) were provided for the Metis Rupertsland Institute Employment Initiative.

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

We took part in or sponsored these events in 2016, Alberta Culture Days Festivities (Multi-Cultural event), Annual Blackfoot Canadian Cultural Society's Arts and Heritage Festival (aboriginal),

In 2016, our newsroom reported on,

The New Year brought a new life and new experiences for a Syrian refugee family. Mayor Chris Spearman and Lethbridge East MLA Maria Fitzpatrick were on hand with a welcome group from Lethbridge Immigrant Services program when the first refugees arrived in our city. Khaled, his wife and their five young children landed at the Lethbridge airport.

In February we helped promote the 5th annual Polar Plunge. This event raised almost 18-thousand dollars for Special Olympics. The money raised far exceeded their goal of \$10,000, thanks to the generosity of the community. There were 76 plungers that braved the chilly water and jumped into Nicholas Sheran Lake during the event, which was hosted by Lethbridge Police and the Law Enforcement Torch Run.

In March a city resident committed to improving the lives of others with disabilities. Chris Shambe is the Lethbridge Chapter Coordinator for the Tetra Society of North America. The organization creates custom devices for people with disabilities so they can regain some independence in their everyday life. Schamber's most recent project involved him making a snow removal device for a friend who lives on his own from a modified leaf blower. He says he's completed four projects so far and hopes to take on around five projects per year.

Diverse cultures that make up Lethbridge as a community came together in March as the college hosted its annual "Bridging Cultures" event. It featured entertainment and food from a number of different groups including the Kainai First Nation, the Ukraine, Nepal and others. International Activities Assistant John Pogorzelski said the event is important for students to gain a new perspective on international customs. Currently, international students make up around 4% of the student population in our area.

In May it's Speech and Hearing Awareness Month, and in Canada, one in four adults have some form of hearing loss, according to Statistics Canada. More than 20% of Canadians regularly listen to audio via headphones or ear buds at a volume that is at or above safe levels. Registered Hearing Aid practitioner with Southern Alberta Hearing Aid, Nathan Wiebe says different drugs can affect the auditory system. Diseases and viral infections such as measles, mumps and meningitis can cause damage to the inner ear and head injuries.

Also in the month of May, Lethbridge's Multicultural Centre made its grand opening. The public was invited to tour the new facility and enjoy international foods. President of the Southern Alberta Ethnic Association, Surya Acharya, says between 30 and 35 ethno-cultural groups work from the centre. It features a large hall which can accommodate up to 200 people, a commercial kitchen, conference rooms and three office spaces, which will eventually be up for rent.

Summary: In 2016, our News Department completed over 1,800 local stories and just over 150 dealt with diversity.

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

At the request of the RCMP, the Medicine Hat Division is running TV Public Service Announcements featuring Inuk NHL Player Jordan Tootoo, intended to raise awareness of family violence and missing and murdered Aboriginal women. The messages address men and boys, and urges them to break the cycle of generational violence and make communities a safer place to live.

Our radio and TV stations, prompted by a desire to welcome diversity in our community, launched a new cultural diversity campaign. It runs under the overall campaign title "Different is Good". The commercials profile and promote individuals who have emigrated from other countries and made a tangible difference in the betterment of our community. The first campaign was well-received by viewers and listeners. It is planned that this will be an ongoing initiative to promote the advantages of cultural diversity in the community.

We signed on as Media Sponsors with the 2017 Alberta Special Olympics. In addition, Radio Program Director Mike Doll is on the Board of Directors for the event.

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

The Broadcast Centre hosted a tour from Saamis Immigration Services Association on August 24<sup>th</sup>. Young immigrants, recently arrived in Canada, were shown through the stations.

We donated prizes to the Miywasin Society, to support “The Hills are Alive”, a Métis cultural festival. We also supplied some free on-air promotion.

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

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

KooL 101.5 is an exclusive radio partner to The WE Movement, formerly Alberta’s “**We Day**”. This is an educational initiative for nearly 20,000 students around Alberta. The goal is to help and teach them about social issues, and that they can help make a difference. Other partners include Canadian Heritage and the Aboriginal education initiative.

KooL 101.5 and WILD 953 were exclusive radio partners for Canada Day festivities in Calgary, the station participated by promoting on site and on air. This year they did something different and wanted the event to be completely bilingual. Two emcees from KooL, one being Anglophone and one being Francophone (Dominique Simard, from the Promotions Team) emceed the event with Danny Kid.

KooL 101.5 and WILD 953 promoted and actively participated in the annual Easter Seals Drop Zone. We sent our announcers down the side of a downtown high-rise building on a rappelling rope to raise awareness and funds for people with disabilities.

KooL 101.5 and WILD 953 joined in on the Lilac Street Festival on 4<sup>th</sup> street to promote the diversity in Calgary’s Mission neighbourhood, bringing the community together.

KooL 101.5 and WILD 953 were a part of Taste of Calgary, where the city’s finest restaurants celebrate their cultural diversity through cuisine of various cultures.

KooL 101.5 and WILD 953 joined in on the Mardi Gras Street Festival to promote the diversity in Marda Loop, bringing the community together.

### **EDMONTON, ALBERTA (CKNO-FM AND CIUP-FM)**

#### **Community Programs**

Up! 99.3 Radiothon for the Christmas Bureau of Edmonton: Annual fundraiser for Edmonton charity. CIUP-FM invests over \$200,000 worth of time-in-lieu to promote. Christmas Bureau Clients often include new citizens and those from marginalized communities.

River Cree Resort & Entertainment Center. CIUP-FM hosts many concerts at the Entertainment Centre, which is on traditional Treaty 6 land. We always give recognition of that fact during on-stage MC duties.

Edmonton Heritage Festival. CIUP-FM supports Edmonton's largest multi-cultural event, with annual on-air and on-line support. Station branding also represented on-location, on the event grounds.

Edmonton Pride Parade. CIUP-FM physically participates in the parade each year, and also supports it with on-air and on-line support, including feature interviews with parade marshals and participants. CKNO-FM hosts an event inviting listeners down to watch the parade with our hosts.

Fort Edmonton Park. CIUP-FM is an annual supporter (with on-air and on-line in-kind support), for this heritage park that celebrates First Nations and Metis contributions to the settlement and economic development of early Edmonton.

Terry Fox Run. CIUP-FM is an annual supporter (with on-air and on-line in-kind support) of the run, including one staff member of aboriginal descent who fundraises and participates each year.

Canada Day. This past Canada day, CIUP-FM ran on-air ID's saying "Happy Canada Day" in nearly fifteen languages, representing the multi-cultural fabric of our country and city.

Bottle Drives on CKNO-FM, for various sick children, often from aboriginal or marginalized communities. These events have raised hundreds of thousands of dollars for these individuals and their medical expenses. The most recent NOW! Radio bottle drive was in support of a toddler with severe physical limitations. The cause was heavily promoted on-air.

CKNO – Pay It Forward – CKNO-FM did 13 'Pay It Forwards' where listeners nominated friends or family who were having trouble making ends meet or deserved a break. Winners were awarded \$1,000 from CKNO-FM, and were frequently of aboriginal or immigrant descent.

## **News Coverage**

News coverage often extends to the large aboriginal communities surrounding Edmonton, including Stony Plain, Alexander First Nation, Enoch Cree Nation, Ermineskin Cree Nation, Louis Bull Tribe, Montana First Nation and Samson Cree Nation.

Standing Rock - The ongoing saga of the Dakota Sioux and their battle against the Dakota Access Pipeline.

Gord Downie coverage. The Tragically Hip front man's cancer diagnosis and consequent "farewell tour" received coverage. Downie used his spotlight to bring attention and focus to Residential Schools. Downie's book "Secret Path", the story of a boy who died while running away from a Residential School, was covered as it reached the National Best-Seller List.

PM Justin Trudeau's meeting with First Nations leaders in December.

Alberta Justice looking for new street check guidelines for police so visible minorities aren't targeted.

Syrian refugees come to Edmonton, Alberta. After the Liberal Government announced the details of the refugee program, coverage included families locating to our city.

Missing or Murdered Indigenous Women & Girls - national inquiry called on August 3<sup>rd</sup>, 2016.

Truth & Reconciliation Report - Federal Government announces three steps by which to enact the report's findings.

Alberta Child Advocate findings - 7 out of 10 children in the Provincial Welfare system are aboriginal.

Re-designing Alberta Curriculum - How EDUC 530 can help bring First Nations and Metis teachings into the classroom.

Edmonton Mayor - Old Royal Museum of Alberta site in Edmonton could house new National Museum of Aboriginal Heritage.

Alberta promises \$670,000 in free library cards to aboriginal peoples who live on reserve.

600,000 Metis and non-status citizens win court ruling - Entitled to comparable services and land claims as status Indians.

Robbie Robertson book "Testimony" reaches National Best-Seller List - Recounts singer's Aboriginal background growing up in Canada.

"Orange Shirt Day" observed in Edmonton - Recognizing the plight of Aboriginal children who were forced into Residential Schools.

Nunavut man Sammy Kogvik assists discovery and recovery of artifacts from the Franklin Expedition.

New Renewable Energy projects unveiled in Alberta 2016 Budget for First Nations Communities.

First Nations concerns and opposition to proposed Trans Mountain Pipeline.

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

The Red Deer stations sponsored the Canada Day celebrations at Bower Ponds. The day was billed as a melting pot of ethnic diversity and their two radio stations, CHUB-FM and CFDV-FM were the main media sponsors. The stations also contributed \$2,500 from Canadian Talent Development money to help promote the event. The team was on location all day and were also the MC's for the stage. We have sponsored the event for many years and it included multicultural artists such as Sultans Choice Belly Dance Studio, Cameroon Dancers, Highland Dancers, Kvitka Ukrainian Dance and Trent Agecoutay.

## NEWS

### Film-makers Profiling Transgender Canadians Stop in Red Deer

- A pair of Nova Scotian film-makers recently stopped in Red Deer on a cross-country trek highlighting the lives of transgender folk. Samson Learn, a 28-year-old post-op transgender man, and Jake Ivany, a 22-year-old gay man, are creating what's called the Trans Canada Documentary. The project, in their words, is a multi-faceted photo and video project profiling people who are transgender with the aim of showcasing the different roles transgender people play in our communities and how they enrich the lives of people around them.

### Red Deer Celebrates Alberta Culture Days 2016

- From Friday, September 30 to Sunday, October 2, the streets around the downtown core and around our fair city of Red Deer come alive with dance, performances, pop-up galleries, museum exhibits, chalk artists, buskers, theatre games, kid's activities, demonstration artists, plays, walking tours and all manner of arts and culture events.

### Mayor and Community Come together to kick off Pride Week

- The fourth annual Central Alberta Pride Week was given a jubilant kick-off at City Hall Park. In addition to a couple hundred Red Deerians present, local MLA's Kim Schreiner and Barb Miller, Alberta's first openly gay provincial minister Ricardo Miranda, Lethbridge MLA Maria Fitzpatrick, Edmonton MLA Chris Nielsen, Leduc MLA Shaye Anderson, representatives from TD Bank and the Pride Society all made their presence known.

### Diner Owner Meets with Pride Society over Controversial Sign

- The owner of a Red Deer restaurant who caused controversy last week with a transphobic sign had a three-hour conversation with the Chair of the Central Alberta Pride Society this week. The sign posted outside Queen's Diner on September 15 read, "It's Adam and Eve, Not Adam and Steve! Pick A Washroom." It was quickly removed amid loud criticism from many who saw it and an apology was issued.

## SASKATCHEWAN

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

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

### MEADOW LAKE, SASKATCHEWAN (CJNS-FM)

The commitment to Community is as big as ever at our stations in Prince Albert, North Battleford and Meadow Lake. The region has very high concentrations of First Nations people (between 40-60% depending on community) and our stations offer great support for community and social programs used by that demographic.

There are fundraisers in both cities to raise money as well as food for the local food banks, and a one-hour broadcast of an all-aboriginal program called the "Moccasin Telegraph" on CJNB-AM.

It is hosted by local prominent aboriginal leaders and focuses on First Nation issues on a national as well as local level.

Radio Marathons have run for decades to raise much needed funds for the local Salvation Army, used about 85% not only by First Nations, but by various immigrants to Canada who have relocated to Prince Albert and North Battleford.

North Battleford and Meadow Lake stations were major sponsors of an annual Pow Wow held in July.

The stations also promoted Culture Days which are an opportunity for people to learn about the many diverse cultures in the area and to create their own works of art. The event featured representation of the entire area's immigrant population from around the world and traditional First Nations Culture.

## **MANITOBA**

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

Our Winnipeg radio stations were the exclusive radio sponsors of the 2<sup>nd</sup> annual Aboriginal Languages of Manitoba "Honouring Our Languages" Conference held March 2016.

Announcers from both stations participated in the annual Booster Juice "We All Have the Ability Day" event, taking on the roles of celebrity servers to help bring support and awareness for the Society for Manitobans with Disabilities foundations.

LITE Up the Night, a Casino Royale themed fundraising event for Local Investment towards Employment, was hosted by the new Drive morning team Kerri and Trevor. LITE is a great organization that we have worked with before whose goal is to reduce poverty by creating jobs.

SC Lifeworks has been a part of our radio stations for quite some time, and we wanted to recognize that we have had two individuals join us weekly to help with our shredding of our recyclables. SC Lifeworks supports individuals with intellectual disabilities to work and participate in the community. Both Shannon and Mark come to our stations once a week and both have been working with us for 10 years. It is a pleasure to have them here with us every week.

QX104 Morning Show host Brody Jackson participated in Motionball for Special Olympics of Manitoba

Making Waves Gala - Brody and Sam hosted the 3<sup>rd</sup> annual gala in early April. The Making Waves Foundation provides affordable and accessible swimming instruction to children with special needs.

## **7. INTERNAL COMMUNICATION**

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

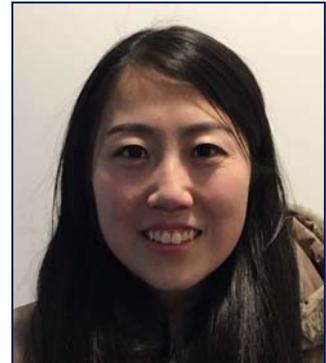
In terms of how diversity objectives and information are communicated between our corporate headquarters and individual stations, and to all staff as discussed above, we hold quarterly meetings with our General Managers which have an agenda item dealing with Employment Equity and Diversity. These managers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

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

## **Calgary and Winnipeg Students Win Equity Scholarships**

Two students from SAIT Polytechnic in Calgary are the 2016 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarships.

Ge (Grace) Guo is a second year student in the Broadcast Systems Technology Program at SAIT. After experiencing gender discrimination within the Chinese broadcasting industry, Ge moved to Canada with her parents a few years ago. While overcoming language and cultural barriers, she has excelled in her chosen field of Broadcast Technology.



”It turns out I am really passionate about it and devote myself fully”, says Ge, “I believe that with your help I can facilitate a progress of women in this male dominated industry.”

Guo’s teachers describe her as an “excellent student”, “engaged and focused” and “a real pleasure to work with.”

Among her years of volunteerism (which includes the 2008 Beijing Olympics), Ge volunteered for an “Explore IT” event that introduced teenage girls to electronic and IT topics.



Iman Ali Saleh Saad is a second year Television Production student at SAIT. A permanent resident of Canada, Iman immigrated to Canada in 2011 from Eritrea in East Africa. Iman is described by her teachers as “hardworking, reliable and talented”, “a most dependable team player” and “a great director”.

As an immigrant, Saad has overcome many challenges, “...at times I felt like giving up my big future dreams. However, my deep passion and love for media is what kept me going.” To help others, Iman has volunteered as an assistant in teaching English as a second language.

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

Ge Guo and Iman Ali Saleh Saad have each received \$2000 to assist them in pursuing their education and career goals. The scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

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

**SCHEDULE B**  
*News Release*

April 1, 2016

## **JDBG Wins Employment Equity Awards**

On April 1<sup>st</sup>, 2016, the Jim Pattison Broadcast Group was represented in Winnipeg to accept two awards for Employment Equity achievements. The company was recognized for the above availability representation of Aboriginal Peoples and persons with disabilities, and for increased representation from all four designated groups.



Marnie Morris, a member of our JDBG EE Committee, represented the Jim Pattison Broadcast Group at the Winnipeg ceremony and accepted the award on our behalf from MaryAnn Mihychuk, Minister of Employment, Workforce Development and Labour.

Minister Mihychuk was also the keynote speaker, as well as Damon Johnston, President of the Aboriginal Council of Winnipeg.

The awards ceremony was followed by group discussions on various topics of concern in many workplaces.

They gave representatives from each company the opportunity to discuss freely different types of issues within various types of businesses and industries and how to confront and work towards support and resolution.

Overall, a very insightful experience with a lot of active participation showing the importance of creating diverse and inclusive Canadian workplaces.