



**Newcap Radio**

**Cultural Diversity Plan**

**2013 Annual Report**

Submitted January 17, 2014



## TABLE OF CONTENTS

Introduction.....	3
Corporate Accountability.....	4
Programming.....	6
Non-News Programming	
News and Information Programming	
Recruitment, Hiring and Retention.....	27
Employment Practices.....	27
Newcap Initiatives.....	29
Newcap Workforce Report.....	30
Internship, Mentoring and Scholarships.....	31
Community and Industry Outreach.....	32
Emerging Artist Activities.....	32
CCD Activities.....	32
Station Outreach Activities.....	33
Community Input and Feedback.....	40
Internal Communication.....	40
Conclusion.....	41
Appendix A.....	42



## **Introduction**

Newcap Radio is a Canadian broadcast company that focuses on continuing to develop a radio presence serving small and large markets with equal commitment to service and to meeting the objectives of the Broadcasting Act. The following excerpt identifies Cultural Diversity in broadcasting as one of the basic tenets of the Broadcasting Act:

(d) The Canadian broadcasting system should

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

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

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

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

Newcap Radio operates 62 originating radio stations in 42 markets across 7 provinces in Canada. Additionally, Newcap operates 2 television stations, a CBC affiliate and a CTV sub-affiliate, in Lloydminster, Alberta. In many cases, in some of the smaller communities, our signal provides the only local public media service.



## **Corporate Accountability**

### Newcap Radio Employment Equity Mission Statement

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

### Designation of Senior Executive

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

### Newcap Radio’s Cultural Diversity Goals

Newcap cultural diversity plan includes the following goals:

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



5. To ensure that the workforce employed by Newcap Radio are representative of the diversity that exists within the communities we serve.

### Cultural Diversity Plan

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

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap New Hires employee orientation package.
3. Meetings are held quarterly with each region to discuss employment equity and cultural diversity matters.
4. A formal monthly reporting regime has been instituted for all stations, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. Annually the results of our Cultural Diversity initiatives are provided to all Newcap employees and an open forum is held at each management location to provide an opportunity for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.
6. The annual Cultural Diversity report is delivered via email to all Newcap employees.



## **Programming**

Newcap Radio operates 64 originating stations in 42 markets across Canada, consisting of 2 television stations and 62 radio stations. Each station operates autonomously and is responsible to program the station according to license requirements, format selection and community reflection.

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

Programming initiatives at all Newcap stations include the following components:

1. A formal monthly reporting structure, whereby each location reports both non-news and news programming events aired or attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible to ensure that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to issues of relevance to diverse audience members. These events and the invited guests are included in our monthly reporting process.
3. Feedback to those with programming responsibilities. The data received in our monthly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. An understanding of the objective to cover stories of relevance to ethnic audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Newcap staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
6. Public accessibility via telephone, faxes, texting, and email as well as in-person access to on-air personnel at our local offices.

As part of our corporate culture, Newcap on-air personnel are re-enforced by management in their responsibility for the fair, accurate and representative portrayal of cultural diversity in our programming. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Newcap staff.



The following samples are extracted from the monthly cultural diversity reports prepared by Newcap's News and Programming personnel. These excerpts illustrate the form and content of our News and Non-News programming broadcasts that are reflective of the interests of our diverse audience.

### Kelowna/Penticton

Newcap Inc. operates 2 stations in the Okanagan valley. CIGV broadcasts throughout the valley and CKKO's coverage area is restricted to the Kelowna market. The format for CKKO-FM (Kelowna) is Classic Rock and CIGV-FM (Penticton) is Country music.

News Programming samples:

- March 8 story: International Women's Day; the focus of the celebrations ranges from general celebration of respect, appreciation and love towards women to a celebration for women's economic, political, and social achievements.
- March 20 story: International Day of the elimination of racial discrimination.
- June 14 story: National Aboriginal Day is an occasion to celebrate the rich contribution Aboriginal people have made to Canada.
- November 13 story: Fundraisers are being held for victims of the typhoon that occurred in the Philippines.
- December 5 story: Nelson Mandela passed away at the age of 95.

### Ottawa

Newcap Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is Pop/Top 40. The format of CILV-FM is Alternative Rock. The stations are primarily entertainment based stations with a heavy focus on the music. As a result, spoken word content is minimal on both Ottawa stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and persons of visible minority. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Non-News Programming samples:

- January 15 story: The Canadian Taxpayers Federation is urging the Canadian government to get rid of the Indian Act. It says the key to

- eliminating the cycle of poverty on reserves is to give First Nations more control over their land and treat natives like everybody else.
- February 18 story: Danica Patrick makes history by becoming the first woman to win pole position for the Daytona 500 race.
  - February 19 story: Ottawa being named one of Canada's Best Diversity Employers for the second consecutive year.
  - February 26 story: Cuban cigar festival report.
  - March 8 story: The Ottawa Police Service is proud to recognize International Women's Day, which marks the equality and contributions of women around the world.
  - March 22 story: Russian hockey player Alex Kovalev retires from the NHL.
  - April 3 story: IIHF Ice Hockey Women's World Championship.
  - April 11 story: Live 88.5 presented the Premiere screening of 42, which is the life story of Jackie Robinson. He was the first African-American major league baseball player since the segregation of sports in 1889. He was honored in 1949 as the NL's most Valuable Player of the Year, and in 1962 inducted in the Baseball Hall of Fame.
  - April 12 story: Spain's Sergio Garcia leads after day one at Augusta.
  - May 14 story: The National Capital Commission is putting up its 2013 series of banners along Confederation Boulevard, collaborating with Aboriginal Affairs and Northern Development Canada for a special series, called Aboriginal Expressions, which will feature works of art by 10 First Nations and Inuit artists from Nova Scotia to British Columbia and Nunavut.
  - July 2 story: In the CFL, Hamilton kick returner Lindsey Lamar, African American, took special teams honors.
  - July 5 story: Sandra Oh, Korean Canadian, will be given the key to the city of Ottawa.
  - July 12 story: Anglo- Indian, Russell Peters ranked 3<sup>rd</sup> richest comedian.
  - September 4 story: Jamaican sprinter Usain Bolt plans to retire following the 2016 Summer Games in Brazil.
  - September 4 story: New Zealand start Lorde claims Trinidadian, Nicki Minaj is an important female in music today.
  - September 12 story: Kenyan officials discover aquifer to provide water for all.
  - September 17 story: Dave Grohl has announced that he will perform at a charity event for Autism Speaks, an organization that raises awareness of autism.
  - December 11 story: Mary Barra, New CEO of General Motors; first female head of a major U.S car company.



#### News Programming samples:

- January 23 story: Serena Williams, African American, at Aussie open.
- February 14 story: Finn, Jarmo Kekalainen becomes the *first European GM* in NHL.
- February 25 story: Park Geun-hye made history Monday by becoming *South Korea's first female president*.
- March 12 story: Usain Bolt, Jamaican, named athlete of year.
- May 1 story: State of emergency declared at Attawapiskat and Kashechewan.
- May 27 story: Arata Fujiwara of Japan set an Ottawa marathon record; along with Merima Mohammed of Ethiopia who won first in the women's full marathon.
- July 10 story: Afghanistan Memorial Vigil set up on Parliament Hill all summer.
- August 6 story: Anniversary of Hiroshima.
- August 26 story: Korean, Lydia Ko wins Canadian Women's Open.
- October 4 story: Aboriginal senator Patrick Brazeau following senate housing requirements.
- October 7 story: North Korea builds ski resort.
- October 11 story: Breaking bad opera composed-conducted by Korean, Sung Jin Hong.
- October 16 story: Earthquake in Philippines.
- October 29 story: Nunavut Election: Eva Qamaniq Aariak, Inuit, voted out after five years as premier.
- September 10 story: Spanish, Rafael Nadal wins US open.
- November 1 story: Japanese markets closed for Culture day.

#### Edmonton

Newcap Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a Classic Hits station, has a strong community focus, with the majority of its programming of relevance to diverse audiences coming from non-news content. CIRK-FM operates as K-97, a Classic Rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content as opposed to news.

#### Non-News Programming samples:

- January 1-31 story: Promotion of Sirens 4 Life; an awareness campaign by Canadian Blood Services...where they pit Edmonton against Calgary to see who can donate the most blood in the month of January.
- April 27 story: Presentation of David Clayton Thomas at River Cree Resort



- August 3-5 story: Sponsor of Heritage Festival, an annual showcase and celebration of Canada's vibrant multicultural heritage.
- August 10 story: Sponsor of Spina Bifida Association annual walk.
- September 5 story: Sponsor of Flames of Hope Golf Tourney - for Canadian Diabetes Association.
- November 29 story: Capital Cares Radiothon for Make-A-Wish for Northern Alberta.

#### News Programming samples:

- May 17 story: Alberta government signs a deal with Metis settlements to help them benefit more from resource development.
- May 24 story: City of Edmonton signs a deal to support urban aboriginal programs.
- August 26 story: The Frog Lake First Nation holds their annual Pow-Wow.
- September 18 story: Governor General David Johnston hands out a commendation for outstanding service to the Siksika First Nations for the way residents handled the flooding crisis in June.
- November 14 story: Federated Cooperatives invests in a partnership to explore new business development in rural and aboriginal communities across Canada.

#### Calgary

Newcap Radio has 2 licenses in the Calgary market. These are CKMP-FM, a Top 40 station and CFXL-FM, a Classic Hits station. Both stations operate with a strong focus on the music and community events with minimal spoken word content.

#### News programming samples:

- Throughout 2013, there has been ongoing sponsorship for:
  - Calgary Multi-cultural Association
  - Immigrant Services of Calgary( visible minority focus)
  - Ability Society( persons with disabilities)
  - Life without Limits ( cerebral palsy organization)
  - Aboriginal Friendship Centre
  - Immigrant Services
  - Aboriginal Friendship Center



- Ghost River Aboriginal Reserve
- Goodwill Industries ( serving those with disabilities)
- Tsuu Tina First Nation
- The Alex (health care for low-income, homeless, and immigrant Calgarians).

## Camrose

Newcap Radio operates 2 radio stations in Camrose, Alberta. CFCW-AM is a heritage Country AM station and CFCW-FM is a Classic Hits station.

### Non-News Programming samples:

- Throughout 2013: The Ukrainian Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- Throughout 2013: Métis people have ongoing studio sponsorship.
- April 1-4: PSA for a community resource expo hosted by the Children's Autism Services of Edmonton.
- Throughout July: PSA for Recycling Program fundraiser for Cerebral Palsy.
- September 9-15: PSA for a fundraiser for Valour House for Military persons with Disabilities.
- November 2: PSA for Cheremosh Ukrainian dancers dine and dance auction.
- December 7: Presented Tom Jackson's Huron Carole Christmas Concert.

### News Programming samples:

- January 16 story: Alberta government works with Sturgeon Cree First Nation to complete twinning of highway.
- February 6 story: First Nation and Metis groups take part in talks with the Alberta government on water policies.
- March 12 story: The Provincial government is forging ahead with a commitment of 85 million dollars towards Alberta's 8 Metis settlements.
- May 24 story: City of Edmonton signs a deal to support urban aboriginal programs.
- August 26 story: Frog Lake First Nations hold their annual Pow- Wow.
- September 30 story: Edmonton's mayor signs a memorandum with the Metis Nation of Alberta to strengthen collaborations.
- November 14 story: Federated Cooperatives invests in a partnership to explore new business development in rural and aboriginal communities across Canada.



## Central Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	Country
	CIZZ-FM	Rock
Brooks	CIBQ-FM	Country
	CIXF-FM	Classic Hits
Drumheller	CKDQ-AM	Country
Stettler	CKSQ-FM	Country
Blairmore	CJPR-FM	Country

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

Non-News programming samples:

- January 1-7 story: Spanish Bilingual Program.
- February 7 story: Somalia fundraiser.
- April 18 story: Special Olympic Games.
- April 26 story: Freedom runs for diabetes research.
- June 4-24 story: PSA for Canadian Paraplegic Association Golf Classic.
- August 17-18 story: Fiestaval - Promoted the opportunity to experience Latin American arts, rhythms, and flavors.
- September 9 story: National Sarcoidosis Organization First Annual Walk-A-Thon.

News Programming Samples:

- February 5 story: Chief Cameron Alexis of the Alexis Nakota Sioux First Nation has a new position, the Regional Chief for Alberta, representing all chiefs in the province at the Assembly of First Nations.
- February 23 story: Mexican children with disabilities stand to benefit from some funding announced recently from the government of Canada.



- March 18 story: Red Deer's cultural Mosaic Celebration of dancing and entertainment with multicultural activities and ethnic foods.
- April 4 story: The government is providing 241 million dollars to help First Nations Youth access skills and training to take part in large economic projects and another 10 million to grant scholarships and bursaries to attend post secondary.
- April 18 story: Inaugural Alberta Special Olympic Spring Games, with 800 athletes attending.
- May 17 story: The province has signed a deal with Alberta Metis settlements to help them benefit more from resource development. Aboriginal Relations Minister Robin Campbell says settlements will have the authority to require energy companies bidding on resource rights to spell out how the settlement can benefit. Campbell says Gift Lake is the first Metis community to strike a joint relationship with an energy company.
- June 10 story: A location has been finalized for the Red First Nation Friendship Society's new Asoaahum Centre.
- July 2 story: CNIB fundraiser – a record 88 thousand dollars was raised at the 5<sup>th</sup> annual Walter Gretzky Mentorship Gala and Golf Classic.
- July 5 story: The annual Alberta/Japan twinned municipalities association conference will be hosted in Didsbury; this involves representatives from all Alberta municipalities who have a sister Japan city.
- July 22 story: Six women have now graduated from the Somali women's scholarship program with began in 2009.
- December 4 story: Local students, citizens, and the Red Deer Rotary club are working together to raise money for people left devastated by typhoon Haiyan in the Philippines.

### Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-FM	Country
	CKSA-TV	CBC Affiliate
	CITL-TV	CTV Sub-affiliate
Wainwright	CKKY-AM	Country



Cold Lake/ Grand Centre	CKWY-FM CJXK-FM	Classic Hits Rock
St Paul Bonnyville	CHSP-FM CJEG-FM	Country Pop/Top 40
Lac La Biche Wetaskiwin	CILB-FM CKJR-AM	Classic Hits Classic Hits

Non-News programming samples:

- January story: Produced PSA promoting Tuesday night Yoga classes for people suffering from MS.
- January story: Produced PSA promoting the Malanka 2013 Ukrainian New Years Dinner and Dance.
- January story: Produced PSA promoting fitness classes being held at the Lac La Biche Native Friendship centre.
- January story: Produced PSA promoting the Lashburn Kinettes club Telemiracle Fundraiser. Telemiracle is annual fundraiser in Saskatchewan to raise money to help those with disabilities across the province.
- January story: Produced PSA promoting the Lloydminster Native Friendship centre Monthly Jam Sessions.
- February story: Produced PSA promoting Lloydminster Native Friendship centre Valentine's Day balloon fundraiser.
- February story: Produced PSA promoting MS Society Annual fundraising Walk kickoff event
- March 1 story: Mannawannis Native Friendship Centre has a new executive director.
- April story: Produced PSA promoting Kinettes Club of Lloydminster fundraiser for Cystic Fibrosis.
- May story: Courage Canada Trail Ride interview with Organizer Curtis Anderson, who suffers from a brain injury, identified several charities including the Make a wish foundation and Lloydminster and Area Brain Injury Society, which would benefit from the trail ride fundraiser.
- Wetaskiwin station airs the following weekly ethnic programs:
  - Sunday 9:30am – 10:30am – Iglesia De Dios (Spanish religious program)
  - Sunday 2pm – 5:30pm – Augarela Portuguesa show
  - Sunday 5:30pm – 7:30pm – Italianissimo show
  - Monday-Friday 6pm–10pm; and Sunday 12pm-130pm– Radio Sangsuran (East Indian music, news and information)

News Programming samples:

- January 2 story: A renowned Inuit sculptor from the Northwest Territories is wrapping up his Smithsonian Museum exhibition today.
- January 7 story: A report on the finances of the Attawapiskat reserve in Northern Ontario became public today.
- January 11 story: A blind Iqaluit man who's struggled for years to get around town in winter has a devoted pal to help him navigate the snowdrifts.
- February 1 story: A top ballerina has left one of the world's most renowned ballet companies for Canada. Svetlana, Russian, was a principal dancer with the famed Bolshoi ballet.
- March 1 story: Mannawannis Native Friendship Centre has a new executive director.
- March 8 story: According to Stats Canada, women made up only 5% of laborers in trades jobs back in 2012, but the number in apprenticeship jobs has been steadily growing.
- April 1 story: A one-of-a-kind project in Canada, the Native Venture program, that teaches them valuable skills through games and play, is paying off dividends already in Nova Scotia according to its leaders.
- April 25 story: Cadets from the Saddle Lake Community Cadet Corps head to Brooklyn for an exchange program.
- May 15 story: A group of students called the Dream Catchers have taken it upon themselves to promote their heritage through aboriginal awareness week.
- May 17 story: Eleven days after he set out from Edmonton, double amputee, Spencer West, has completed his fundraising journey to Calgary.
- June 6 story: Workshop for employers and employees-Foreign Workers.
- June 7 story: Turkey's Prime Minister, Recep Tayyip Erdogan, is back on home soil after a trip to North Africa.
- June 24 story: The announcement of Government funding comes as a relief to members of the Sik-Sika First nation. The reserve was evacuated before the flood, and now they have almost nothing to go back to.
- July 31 story: A Chinese tightrope walker has set a new world record for the fastest high-wire walk between two hot air balloons.
- September 13 story: Two young women came to Canada from Nigeria to study at a university in Regina.



## North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	Classic Hits
Hinton	CFXH-FM	Classic Hits
Whitecourt	CFXW-FM	Rock
Athabasca	CKBA-FM	Classic Hits
High Prairie	CKVH-FM	Classic Hits
Slave Lake	CHSL-FM	Classic Hits
Westlock	CKWB-FM	Classic Hits
Fort McMurray	CHFT-FM	Rock

### Non-News Programming samples:

- January 15-31 story: On air mentions for Northern Metis Celebrations.
- February 1-28 story: Free promotion on air of S.C.O.P.E (supports individuals with disabilities), annual fundraiser.
- April 1-30 story: Free promotion of Native Friendship Center April programs.
- June 1-30 story: Free promotion of McMan Family & Youth Services fundraising campaign.

### News Programming samples:

- January 17 story: Whitecourt CARE Concession Services renewed at Rotary Park, funding for the service to assist those living with disabilities.
- February 26 story: Council Allots \$22K for ECHO society, helping a program that works with those who are disabled and need support.
- March 4 story: Celebrating International Women's Day, coordinator speaks about the importance of recognizing and appreciating the progression of the status of women.
- May 27 story: Associate Minister of Services for Persons with Disabilities, Frank Oberle will be visiting twenty communities to talk about the PDD funding changes.
- June 1: National Aboriginal Day.
- October 9 story: Sisters in Spirit Walk – Interview with Robin Baker from the Athabasca Native Friendship Center.
- October 24 story: Athabasca Chipewyan First Nation reacts to Project approval.
- November 21 story: Snow Star Volunteer Program – Snow removal for persons with disabilities in Whitecourt.



### Sudbury

Newcap operates 2 radio stations in Sudbury Ontario. CHNO-FM operates in the Classic Hits format and CIGM-FM operates in Pop/Top 40 format.

#### Non-News Programming samples:

- January 7-31 story: Easter Seals “Dancing with the Stars” event, supporting people with disabilities.
- February 6: First Nations Culture Public Workshop.
- February 18-21 story: Jamaican Culture/Resort/Food/People
- March 19 story: Two local indigenous educators receive national awards.
- April 19 story: Indspire Aboriginal Award Show, recognizing Indigenous professionals and youth who demonstrate outstanding career achievement.
- May 2- 26 story: N'Swakawok Friendship Center - Aboriginals Got Talent.
- June 3-21 story: National Aboriginal Day & Talent Show.
- July 1-12 story: Chinese Dragon Boat Festival and the Annual Caruso Club Italian Festival.
- September 9 story: Blind cyclist stops in town on cross-country tour.
- September 16 story: Anishnaabe-Kweg Water Walk.
- September 26 story: Prarthana Samaj East Indian Dinner fundraiser.
- October 16 story: Aboriginal Youth Achievement Award local winner.
- October 28 story: Canadian Hard of Hearing Association Ultimate Dream Home.
- November 20 story: Local First Nations youth gets a Governor General's History Award.
- November 29 story: Breakfast for International Day of Persons with Disabilities.

#### News Programming samples:

- January 4 story: Prime Minister meeting with Chief Theresa Spence.
- January 8 story: Attawapiskat Nations discussing with the government new changes.
- September 30 story: Wahnapiatae First Nation receives grant from environmental penalties.



## Moncton

Newcap Radio operates 2 radio stations in Moncton, New Brunswick. CJMO-FM is a classic rock station and CJXL-FM is a country station.

### Non-News Programming samples:

- January 2 story: Volunteer Centre's Respite Care Services for Children with Special Needs program. They launched a campaign to find volunteers to help the families of special needs children.
- Jan 25- Feb 9 story: Promoted the Boys and Girls Club of Moncton and the Multicultural Association (MAGMA) Family Fun Day for Literacy.
- February 27 story: Promoted Enterprise Greater Moncton's International Recruitment Immigration Sessions.
- April 1 story: Promoted the Greater Moncton Association for Community Living "Fun Challenge" raising funds to support individuals with intellectual challenges.

### News Programming samples:

- March 28 story: Fundraiser being held in Dieppe for a young boy suffering from Spinal Muscular Atrophy.
- June 14 story: Career job expo focused on people with disabilities is being held at the Delta Beau hotel in Moncton.
- October 2 story: Armenian festival in Moncton begins tonight. Armenia is a very small country bordering Turkey.

## Fredericton

Newcap Radio operates CFRK-FM, a CHR station in Fredericton. In addition, in 2013 we launched a new Fredericton station, CIHI- FM. The format of this station is classic hits.

### Non-News Programming samples:

- June 6 story: Autism Connections Fredericton is having a charity event.
- June 8 story: Fredericton will be making a splash on Saturday, June 8, joining nearly 70 stores across the country in celebrating the tenth annual Soaps It Up charity car wash to support Cystic Fibrosis Canada.



- June 21 story: Cultural Expressions Festival hosted by the Multicultural Association of Fredericton Inc. in partnership with the Ethno-Cultural Associations. A celebration of cultural diversity. Special activities for families; multicultural dance & music, international food, and displays.

#### News Programming samples:

- January 16 story: St Mary's First Nations holds symbolic ceremony as it walks across Westmorland Street Bridge.
- February 26 story: Fredericton awards first ever intercultural award to Zhang.
- July 23 story: Atlantic Lottery Corporation-ALC including a third language, Korean, in training and lottery tools due to the large number of Korean retailers in the province.
- August 2 story: Wheelchair basketball national team playing in Columba, Dave Durepos from Fredericton is on team.
- August 6 story: Gordon Porter gets Order of New Brunswick for work with persons with disabilities.
- October 15 story: Kids for Haiti program announced, donating goats to Haitian families.
- November 27 story: Para NB receives 10 grand from RBC for fund to help people with disabilities take part in sport and physical activities.

#### Miramichi

In April of 2013, Newcap launched CHHI-FM, Sun Radio in Miramichi. The station broadcasts in the CHR format.

#### Non-News Programming samples:

- June 21 story: National Aboriginal Day - Day to recognize the unique heritage, diverse cultures and contributions of Canada's First Nations.
- September 27 story: Culture Days raises the awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities.

#### News Programming samples:

- February 4 story: NB special Olympian wins medals at Special Olympics winter games in South Korea.
- April 4 story: First Nations chiefs to discuss west to east pipeline.



- May 28 story: Dieppe wins provincial disability awareness award.
- November 29 story: Assembly of First nations donates 10 thousand dollars to a fund that supports native youth recreation.

## Charlottetown

Newcap Radio operates 2 radio stations in Charlottetown, P.E.I. CHTN-FM is a Classic Hits station and CKQK-FM is a Pop/Top 40 station.

### Non-News Programming samples:

- Feb 23 event: PSAs for TAPESTRY: Celebration of Island Life. TAPESTRY is a full multicultural Winter Carnival. Food, live music, dance, storytelling, dress, crafts, and displays from many different Countries. Come sample foods from around the world.
- February: Aired announcements updating the Special Olympics PEI athletes. Two Islanders on Team Canada competed and won gold and silver medals.
- April 11 story: Promoted the event In Focus: Building a more inclusive community for people with disabilities at the Murphy Community Centre. It was a community awareness forum about the issues of violence and access to health care and how they affect Islanders with disabilities.
- June 27 story: In studio interview on Ocean 100 for Diverse City 2013; Celebrating Canadian multiculturalism on June 30th at Diverse City—a family-friendly, outdoor street-festival in downtown Charlottetown.
- Jul 8 – Aug 6, 2013: PSA for The Muslim Society of PEI hosting its first annual Ramadan Food Basket event providing food baskets to needy families each night during the month of Ramadan.
- September: PSA: CNIB Charlottetown's awareness campaign to volunteer this fall. Make a difference in the life of someone who is blind or partially sighted by volunteering just a couple hours a week.
- September 28 event: Montague Oktoberfest Cultural Extravaganza; As part of Culture Days festivities across PEI, the Town of Montague has partnered with PEI ANC to offer an Oktoberfest Cultural Extravaganza. There will be international food samples, music, and children's activities to enjoy.
- September 28 story: PSA-Free the Children Run. All funds raised will go to their sister school, Ndunyu Secondary School in Kenya.
- October 5: PSA: UPEI Iranian Society for Mehregan -- the Persian Festival of Autumn. Persians everywhere celebrate this festival that signifies the season of harvest and thanksgiving, a time when friendships are renewed.
- November 30 PSA: Philippine Relief Benefits including Subway fundraising and The Guild concert.



#### News Programming samples:

- January 29 story: Chief Darlene Bernard of Lennox Island First Nation and Chief Brian Francis of Abegweit First Nation host four information sessions to better outline Federal Government amendments to numerous pieces of legislation.
- May 5 story: The Canadian Paraplegic Association of PEI hosted the third Annual "Chair-Leaders" Event. "Chair-Leaders" is an awareness initiative where leaders in the community spend a day using a wheelchair while going about their daily activities.
- May 25 story: Advance polls were held in Charlottetown for the Lennox Island Band elections. Chief Darlene Bernard is seeking a fourth term at the helm of PEI's largest Native band.
- June 26 story: A recommendation from the Island Advance Task Force on PEI's economic future centres on ways to keep skilled immigrants who come to the island. One suggestion is to launch a province-wide summit to connect immigrants to the business community and business opportunities.
- August 22 story: Seventeen international students from Hangzhou, China will be attending high school on PEI this fall.

#### Halifax

Newcap Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. CFRQ-FM is a Classic Rock station, and CKUL-FM is a Classic Hits station.

#### Non-News Programming samples:

- May 3-5 story: Q104 featured its 11<sup>th</sup> Annual "Pay-for-Play" All Request ROCK-A-THON, a weekend of fundraising for the Q104 Children's Trust Fund. Key to the weekend is a series of "vignettes" and stories of the needs of families and children aided by the Fund. Including various stories of disabled kids and the treatment and apparatus/equipment that they require.
- June 6 story: Morning Crew featured an aboriginal gentleman on promoting a fundraiser for the Mi'kmaq Child Development Centre.



#### News Programming samples:

- January 11 story: Prime Minister meets with first nations leaders in Ottawa.
- January 17 story: Donations collected to send stranded crew back home to South America.
- February 5 story: Portrait unveiled of 1<sup>st</sup> African Nova Scotian Lieutenant Governor at Gov House.
- March 14 story: Nova Scotia grants money given to 24 groups helping persons with disabilities.
- April 17 story: African Nova Scotian athlete up for national award/scholarship.
- April 30 story: Auditor General orders review of First Nations health/housing needs.
- May 15 story: Prominent African Nova Scotia man to run for Conservative nomination in Halifax.
- June 20: Interview with Lebanese diner owner whose staff won Lotto 649.
- July 4 story: First Nations chief named to Nova Scotia Human Rights Commission.
- August 9 story: Mi'Kmaq artist to paint mural at Halifax airport.
- October 24 story: Paraplegic MLA 1<sup>st</sup> person with disabilities as Speaker of the House.
- November 13 story: Canadian Disaster Assistance Response Team members sent to help Filipino typhoon victims.

#### Sydney, Nova Scotia

Newcap operates CHRK-FM Sydney in a Pop/Top 40 format. During 2013, Newcap purchased the controlling interest in CKCM-FM from 3221809 Nova Scotia Limited. This station branded as The Eagle is a country formatted station.

#### Non-News Programming samples:

- January 23: Two minute interview with Black & Grey from Membertou First Nation. Rob C. talked with band members about their work with aboriginal youth forums and debuted their new single.
- February 15 story: On-Air Interview with Isobel Waterman about African Heritage Month events at St. Phillips African Orthodox Church. African Heritage Month is that the African Nova Scotian communities unite in the celebration of their African heritage.



- April 29: Promoted The Membertou Entrepreneur Centre hosting the first Aboriginal Women in Business Conference at the Membertou Trade and Convention Centre.
- June 10: We congratulated 26 aboriginal high school students who received their graduation certificates from the Business Network for Aboriginal Youth programs
- June 16: We aired a Remote broadcast from a vehicle service centre where there was a wash in support of Cystic Fibrosis Research. Our announcers and members of our street team were on hand all day showing our support for the Carstar Carwash.
- September 5 story: The Membertou First Nation Pow Wow is an annual cultural celebration that we once again promoted this year. A number of online promotional videos were produced by Membertou and we shared the event schedule on our events schedule and linked to the videos through social media.

#### News Programming samples:

- January: Membertou First Nation is getting some national attention. Papers across the country published an article that shone a light on the community, its beginnings, people and successes.
- February: African Heritage month in Nova Scotia will be acknowledged in the CBRM today in Council Chambers. The goal of the month is to look back at the history and celebrate contributions of African Nova Scotians in shaping the province.
- February: Blind/visually impaired curlers will be playing in a National tournament in Ottawa.
- April: The sixth annual World Autism Awareness Day is tomorrow. Every year, organizations around the world celebrate the day with unique fundraising and awareness-raising events.
- May: Cape Breton will welcome a Native American Music Award and Grammy Award winning artist to the Island today. Star Nayea is a Native American recording artist from Seattle.
- June: Five million dollars in federal funding will help CBU expand a unique aboriginal business program to universities and colleges across the country.
- August: Marcus Mosiah Garvey, Jr. was a Jamaican political leader... His legacy has stood the test of time and today in Glace Bay; nearly 100 years later, they celebrate Garvey's life work.
- September: A group of Black Light Puppeteers with Down syndrome are holding an open meeting for potential performers and volunteers.
- December: The keynote speaker at the Celebrating Abilities Conference today was Dr. Temple Grandin. Grandin is a professor of animal science,



a well known author and an adult with Autism. A great concern for people who have been diagnosed with autism spectrum disorder is getting pigeonholed instead of having their talent and special skills recognized.

### Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

#### Non-News Programming samples:

- April 2 story: We discussed an event for music therapy for children with autism in our community calendar. This was presented by the Annapolis Valley chapter of Autism Nova Scotia. On air mentions were made throughout the month.
- June 6 story: We sent our cruiser to the Nova Scotia Special Olympics Michelin Waterville Torch run opening ceremonies to cover the event and do a cut in.
- August 8 story: K-Rock was on site with our cruiser for a couple hours calling in Clips to the station for a fundraising Golf Tournament at Eagle Crest Golf Club in support of the Special Olympics.
- September 27 story: K-Rock hosted the first ever "Best Wings in the Valley" competition in support of the Flower Cart in New Minas. The event sold 250 Tickets and was a huge success as we raised over 6,000 dollars for the Flower cart. The Flower cart provides vocational service to adults considered intellectually disabled that live in Kings County.
- October 14 story: We promoted the 3<sup>rd</sup> Annual Squash C.F pumpkin launch fundraiser that K-Rock was a sponsor of. We promoted the event with liners/Community Calendar mentions as well as on our website. The event is a fundraiser for Cystic Fibrosis Research that raised \$9,400 dollars.

#### News Programming samples:

- January 2 story: Native leaders are predicting grassroots activism will gain strength in 2013.
- July 26 story: The federal government announced that it was giving Glooscap First Nation funds to be used for improvements at the youth centre, outdoor fitness facility and band administration.
- December 9 story: Oil sands critic Neil Young will play a series of benefit concerts for a northern Alberta aboriginal band fighting oil sands development in its territory.



## St John's, NL

Newcap Radio operates 4 radio stations in St John's, NL. VOXM-AM is a news-talk station, VOXM-FM is a Classic Rock station, CKIX-FM is a Classic Hits station and CJYQ-AM is a news/traditional Newfoundland music station.

### Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clarenville	CKVO-AM	News, Talk, Country, Trad NL music
Marystown	CHCM-AM	News, Talk, Country, Trad NL music
Carbonear	CHVO-FM	Country
Corner Brook	CFCB-AM	News, Talk, Country, Trad NL music
Corner Brook	CKXX-FM	Classic Rock
Goose Bay	CFLN-FM	News, Talk, Country, Trad NL music
Grand Falls	CKXG-FM	Classic Rock
Grand Falls	CKCM-AM	News, Talk, Country, Trad NL music
Gander	CKXD-FM	Classic Rock
Gander	CKGA-AM	News, Talk, Country, Trad NL music
Stephenville	CFSX-AM	News, Talk, Country, Trad NL music

### Non-News Programming samples:

- January 1-5 story: Nunatsiavut Health and Social Development will be hosting Old Christmas Day Celebrations on January 5. There will be Inuit Games, entertainment and food.
- January 11-16 story: CNIB Information Sessions.
- February 7-28 story: The 2013 Special Olympics Provincial Summer Games are being held in St. John's July 18th to the 21<sup>st</sup>
- February 8-9 story: Chinese New Year's – year of the snake - on-air coverage during Morning Show and Saturday in Big Tom' Shed.
- August 5-9 story: Blind sports enthusiast, Craig Aucoin of Pictou, N.S. and his cycling friend Lloyd McLean began an 85-day cross Canada ride in St John's. The national ride is to raise awareness and funds for three major charities that Aucoin credits for changing his life: Canadian Guide Dogs for the Blind, YMCA and CNIB.
- August 1-11 story: The Labrador Friendship Centre will be holding the 18th Annual Multi-Cultural Youth Gathering in Happy Valley-Goose Bay.
- August 21-30 story: Fil-Can dinner, dance, heritage and songs performed by Filipino-Canadian organization.
- October 15-18 story: St. John's International Women's Film Festival (SJIWFF). Extensive coverage was offered above the news coverage we

had on the festival, including airing interviews with women Producers and Directors and Live reports from venues.

- October 22 story: Memorial researcher receives prestigious national award for Innu language development.
- November 19 story: The Philippines-Newfoundland Women's Organization is working to collect funds for those who have been affected by Typhoon Haiyan.
- November 21 story: Nalcor says thousands of Innu artifacts have been recovered near Muskrat Falls and were presented this week to Innu elders.
- December 6 story: There was an encouraging crowd at a public meeting hosted by Mi'kmaq First Nations Assembly of Newfoundland last night. Well over 300 people packed a conference room at the Pepsi Centre, all gathered to address the course of action, for those with pending and approved applications to the Qalipu Mi'kmaq band.

#### News Programming samples:

- January 18 story: Eight hundred women participated in 'Ovations' a day-long forum hosted by Kathy Dunderdale; everyone from female entrepreneurs, to women in trades, politics and the arts. Dunderdale is the first female premier of the province.
- January 24 story: A Special Olympics athlete from Newfoundland and his team are headed to the 2013 Special Olympics World Games in the Republic of Korea.
- March 20 story: The province's small Polish community has played a hand in integrating part of their Easter tradition into local observances.
- May 23 story: The CNIB recognized community leaders who advocate for vision loss prevention and rehabilitative services today. St. John's resident Jim Hynes was presented with a Leadership Award for Vision Health Promotion.
- May 28 story: The Muslim Students Association at Memorial University are doing their part to raise money for the Janeway. The group is hosting an international food fair tomorrow. Come out and enjoy Japanese, Malaysian, Indian, Nigerian, Egyptian, and Canadian food.
- June 4 story: A charitable organization from Uganda, the Watoto Children's Choir, is currently touring in Newfoundland. Their tour, called Beautiful Africa: A New Generation is a showcase of African music, dance, and stories of the lives of the children impacted by the program.
- June 12 story: Spencer West is recognized internationally as a voice for change, and for some remarkable achievements, notably, for climbing



- Africa's Mount Kilimanjaro; without legs. He spoke at a conference today about people with disabilities facing challenges in the workplace.
- October 21 story: Conference of Mi'Kmaq and Maroons of Jamaica, indigenous people of Jamaica, will take place Nov 4-5 in Corner Brook. Afua Cooper, the Jamaican-born Canadian historian and author, will be participating.
  - September 27 story: Dance NL is hosting its first NL moves workshop of the season today. This is a free workshop on dabke, a folk dance done by people of all ages in Lebanon, Syria, Palestine, Jordan and Iraq.
  - October 19 story: The International Food and Craft Expo takes place today in CBS. The event will portray local and international food, crafts as well as multicultural entertainment.
  - November 19 story: The Philippines -Newfoundland Women's Organization is working to collect funds for those who have been affected by Typhoon Haiyan.

## **Recruitment, Hiring and Retention**

### Employment Practices

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

### Recruitment

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

### Hiring

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



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

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

### Retention and Career Development

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

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcast industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. In addition to professional development sessions sponsored by Newcap, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
3. Attendance at conferences, trade shows and workshops is encouraged by Newcap as a means to exchange experiences and interact with other media personnel outside of the company.
4. Newcap's corporate office provides senior executive personnel in each field of discipline. These individuals act as a resource to station personnel. They are available on site at the discretion of the station management to provide mentorship, training and expertise to employees.



## Newcap Initiatives

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

1. Newcap Radio Stettler office provided a college student from Stettler, a practicum for a term. He presented sports stories from the college to be aired.
2. The Calgary office hosted 3 practicum students throughout the year. One student did a full production practicum during the month of February. During the months of November and December, a second student did part promotional, production and on-air practicum learning. Both of these students gained valuable "hands on" experience and earned a school credit for their participation. A third student did part of her practicum with Newcap Calgary in the summer. She worked with the promotional team and ended up landing a full-time job within the industry thanks to her practicum work with the Calgary office.
3. Newcap provides a central job posting system managed by our Human Resources department that posts internal advancement opportunities to all Newcap employees. Job postings are also available on our website for individuals not currently employees of Newcap.
4. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.



Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio’s objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data quarterly and communicate both the existing data and the objectives to all employees within Newcap Radio with recruiting responsibilities. During 2013 we incorporated an incentive plan designed to encourage our senior managers to improve representation of women, Aboriginal Peoples, Visible Minority Persons and Persons with Disability. Progress is monitored and reported to the senior managers annually.

The following table indicates the present status of our workforce.

<b>Newcap Radio Workforce Data 2012 Payroll Data</b>	<b>Total Employees</b>	<b>Women</b>	<b>Aboriginal Peoples</b>	<b>Persons with Disabilities</b>	<b>Persons of Visible Minority</b>
British Columbia	24	11	1		
Alberta	380	165	13	8	20
Ontario	98	43	1	2	6
New Brunswick	60	24		3	1
Nova Scotia	115	47	4	3	2
Prince Edward island	46	22		2	1
Newfoundland-Labrador	154	66	8	3	5
<b>Totals</b>	<b>877</b>	<b>378</b>	<b>27</b>	<b>21</b>	<b>35</b>

On a monthly basis, we monitor the recruiting activities, to ensure that our screening process gives due attention to the objective of increasing the representation of Aboriginal peoples, Visible Minority persons and Persons with Disabilities within Newcap Radio.

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

On an annual basis we prepare comparative data and communicate both the current status and the objectives for each region to all employees within Newcap



Radio who have recruiting responsibilities. Management is responsible to ensure that recruitment practices are modified as necessary to improve representation in their region.

### **Internship, Mentoring and Scholarships**

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

1. Employees identified as possessing potential for advancement are provided with opportunities to participate as guests in regional or strategic planning meetings and are given the opportunity to travel to other locations to share best practices, to learn from these experiences and to share their knowledge with personnel in other Newcap locations.
2. Newcap Radio is a Gold sponsor of Canadian Women in Communications and encourages local Chapter membership for its female employees. Newcap encourages participation in CWC training programs and provides time off for all training programs awarded.
3. Newcap Radio employs 3 Regional Vice Presidents to provide mentoring to the station General Managers and staff, and to identify and develop career paths for employees within the stations who possess potential for advancement.
4. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Newcap Radio underwrites all costs and time off that may be required.
5. Newcap Radio funds the membership in all professional associations relevant to an employee's field of expertise.



## **Community and Industry Outreach**

### **Support for Visible Minority Artists**

One of the pillars of the Commercial Radio Policy 2006 is the responsibility of radio broadcasters to provide airplay to, and to promote emerging Canadian artists and their music. Newcap Radio appreciates the necessity of a continuous stream of new musical content as a key to the long term success of the music industry in Canada. To this end, Newcap promotes airplay for established and emerging artists among its stations. Where possible, we identify artists for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of 100 emerging and established artists from diverse backgrounds receiving airplay on Newcap stations.

### **Canadian Content Development – Industry Outreach Activities**

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Newcap Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Newcap's commitment to Canadian Content Development is significant. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2013, CCD initiatives designed to reflect diverse constituents totaled \$15,400. In addition to Newcap's CCD expenditures made directly for diversity related initiatives, Newcap contributed \$827,473 to FACTOR, CRFC and Starmaker who also support diverse initiatives.

CCD initiatives funded during the 2013 broadcast year which benefit diverse groups included:

- Northern Lights School Division
- Membertou First Nations School Division
- Goose Bay Queen of Peace School Labrador



## Support of Canadian Broadcast Standards Council – Industry Outreach Activities

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code, released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests and activities. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently three members of Newcap's management team volunteer with the CBSC in various capacities including membership on the board of directors, regional adjudicators and member-at-large adjudicators.

## Station Community Outreach Activities

Newcap Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves in its role as a responsible broadcaster.

1. Taking leadership roles in community events. Because on-air broadcasters are professionally trained in public speaking, we are often called upon for public speaking engagements. Newcap encourages this activity amongst its on-air staff, and particularly when there is a social benefit to the audience. Following are a few examples:
  - January 18- Sydney- Sponsored "Hot Soup-Cool Jazz" and pre-promoted the fundraising event. Rob C. was the MC. We discussed the many programs Pathway to Employment provides for its clients. The group provides those with mental health issues a variety of opportunities for competitive employment and/or community engagement with supports based on best practices that are individualized and participant driven.
  - March 1- Ocean 100 morning co-host Kerri Wynne MacLeod emceed the CNIB fundraiser "Dining in the Dark". Close your eyes (blindfolded) and imagine a culinary experience where you rely solely on their sense of touch, taste and smell. Funds raised will continue supporting programs that give blind and partially sighted



Islanders the confidence, skills and opportunities to fully participate in life.

- March 28 event- Charlottetown (Ocean 100), the station and cruiser worked with Eileen Conway-Martin from the Native Council of PEI. They hosted a Health Showcase to acquaint Youth and others with great health careers.
- April 1-11<sup>th</sup>- Produced a PSA and one of our announcers will be taking part in the event called Camping for Kids. The survivor type event will take place this summer, to raise money for the Lakeland Special Olympics.
- April 17 -Corey Tremere traveled and filed reports from the 2013 Easter Seals School Tour April 17<sup>th</sup> to the 24<sup>th</sup>, 2013. The Ambassador and friends along with Ocean 100 staff board the Tim Horton's Bus for the school tour. 65 schools in 6 days!
- April 19-21 event – Ocean 100 cruiser attended some of the 2013 Junior East Regional Wheelchair Basketball Championships at UPEI.
- June 9: CFCW sponsored, promoted, and attended the Memory walk for Alzheimer's.
- June 21-23: CFCW sponsored, promoted and attended the Special Olympics in Devon.
- June 23: CFCW Prize Patrol went to the St. Albert Aboriginal Day Festival.
- July 28: Smokin Summer days Harley Davidson BBQ all proceeds went to The Kidney Foundation. Attended and presented on-air cut-ins.
- August 2: Prize Patrol attended Lac la Biche's Pow Wow Days.
- August 13-14 event: Hot/Ocean Cruisers Attended the Mi'kmaq Confederacy 5th Annual Charlottetown Powwow.
- August 24-25: Promoted and attended this Ukrainian Festival in Andrew.
- October 19: Camrose Association for Community Living Gala-CFCW promoted & sponsored gala that has programs for children with health & developmental concerns and adults with disabilities.
- Oct 29: Ocean 100's Corey Tremere hosted the Special Olympics PEI Annual Awards Show (in Montague this year). We also had news coverage the day of following the awards evening.
- November 3: K-Rock was on location for the 3<sup>rd</sup> Annual Squash C.F. Fundraiser in Kingston, NS. Our cruiser was on location, we



did live cut-ins and our morning show took part in a celebrity pumpkin launch.

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

1. Goodwill Industries Award

XL 103 was honored on September 18, 2013, as the Goodwill Industries of Alberta **Business Partner of the year**. Goodwill Industries helps Albertans with disabilities find work and through the Newcap cares program on XL 103, Goodwill Industries has seen a tremendous growth in support.





## 2. Ahmadiyya Muslims Community Lloydminster Chapter

-----Original Message-----

From:

To: [Scommer@newcap.ca](mailto:Scommer@newcap.ca)

Cc:

Subject: Vic Juba Event News Coverage - April 4

Sent: Apr 5, 2013 7:59 PM

Hi,

On behalf of Ahmadiyya Muslims Community Lloydminster chapter, I would like to thank you for the news coverage yesterday on April 4th event of 'Muhammad - The Astonishing Story of the Prophet'. It surely helps to get the message to rest of Lloydminster people who could not attend in person.

It is very much appreciated.

Regards,

Ahmadiyya Muslims Community

## 3. Qalipu Mik'maq First Nations Band

Qalipu Mi'kmaq First Nations Band  
St. John's, NL

To whom it may concern,

I have been asked to write a reflection of my experience at Steele Communications during my 36 week Wage Subsidy. The intent of the program is to better prepare aboriginal people for work and to help them obtain and maintain a full-time position. Not only did this team do that but they exceeded my expectations.

Let's start from the beginning. In May 2013 I absolutely thrilled to be given the opportunity to join the team at 590 VOXM. My background of study was Music Industry & Performance so to be honest I didn't know much about radio when I started. Because of this, I made it my mission to learn all aspects of the broadcasting industry in order to gain the knowledge and experience necessary to work in this field. Over the course of several weeks I have worked with the best instructors and the most amazing mentors. From the very beginning I was accepted into what was like a family. It was a great environment, I felt very welcome and was thrilled to be working with such wonderful people.



When I began at VOXM my focus on paper was in programming. After a few days I was already hands-on, then after weeks, I was given different roles and responsibilities and it was clear I wasn't going to learn just one thing. I was learning how to operate and produce talk shows, schedule music stations and even put together shows. I made a special point in demonstrating my work ethic by listening carefully, taking in the most I could, working hard and showing initiative. I believe that in terms of my knowledge and performance I have gone beyond what was expected and I am proud of everything I have gained from this experience.

Throughout my term I have come to discover what I love most about the industry and as a performer it's no surprise that my interest was in becoming an on-air personality. From there I had begun learning the techniques it took to be successful and gained the skills and background necessary to do the job. I was given a few voice-tracks and worked really hard on perfecting them in order to feel and sound confident. Soon after, I was ready and began taking on some live work. During the summer of 2013 I had my own show Nightcap which took the place of the evening talk show and broadcasted live all over the province. I also filled in during the summer Roadshow and learned how to be live on location for business remotes.

During my placement I was full involved. I was able to apply myself to many different jobs and was exposed to many elements of the industry one would not normally see. From the realities of reporting fires and shootings to the extreme winter blackout experience of 2014, sometimes it can be very a fast-paced and overwhelming industry but it made for a great learning experience. The team here at VOXM has shown great leadership and is tremendous at helping the people and keeping them informed.

VOXM is huge in their community involvement. They have their own personal organization that raises funds for health, education and safety in our community and I am so grateful to have been a part of it. Together we did the Heart and Stroke Big Bike ride, gathered toys for the Happy Tree, participated in many radio-tons and did much, much more to make a difference in our province and community. I also had the opportunity to be involved in many other events like the parade, Ride for dad and I even hosted and emceed events throughout the community like the walk for Colon Cancer and the Mount Pearl Tree Lighting.

It has been a great adventure! I have discovered that you really can accomplish anything if you put your mind to it. I have worked hard over the past several weeks and took on more than I had ever expected. I am so thankful for the experience and have learned so much throughout the course of my term. This team and opportunity have helped me grow into the person I want to be and every day I am congratulated on my success. This has made me so grateful to be a part of this team and proud to have become a face and voice for Steele Communications.



### 3. Offering work experience expose's and tours to educational groups

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

In our Ottawa facility, we offered the opportunity for four high school students to shadow our Midday Announcer and Music Director Race, for the day. They also received a lesson in commercial writing from our Creative Department and they even got to record commercials with our Production Department. We also welcomed a group of special needs children. They had the opportunity to ask questions about the radio industry and get a tour of all the different departments along with an explanation of what each department does. Also in 2013, we gave tours to Girl Guides as well as Beavers Scouts and educated them as to how radio works. Jenni and Josie also visited countless schools within the Ottawa area to talk about how they got into radio and answered questions about their positions within The New Hot 89.9.

In Brooks, Q105.7, in conjunction with the Rainbow Coalition, offered a weekly radio program for newcomers. Ahmed Kassem is the host and he interviewed newcomers and locals about the diversity of the community. Q105.7 also had a feature called School News where students recorded a weekly newscast about different activities in their schools. Our Brooks office also participated in a campaign with the Brooks and County Immigration Services organization. We had students from a variety of ethnic backgrounds in Brooks (Somalian, Kenyan, Mexican, Nigerian, etc) come to the studios and speak in their Native tongue (saying where they were born and that they live in Brooks.) The recordings were then played at the kickoff to anti racism week breakfast meeting

Our Stettler location has been providing many groups with the chance to see what radio is all about. We hosted two kindergarten classes on a tour of the station as well as let them do a little commercial of them talking so they could see what radio was all about. In April, we also did a tour of the station for our Rotary Exchange student from Japan before she was done her term. A tour and the opportunity to meet staff were also given to one of the local Hutterite Colonies. The Hutterite colonies are great supporters of our station. We also have had the Heartland Youth Group come in and do commercials for their Bowling for Kids fundraiser. We do this every year to let the people know who they are helping; the kids always have a great time and learn about the radio at the same time.

This year we had the pleasure of facilitating two job shadowing opportunities in our Creative/Production Department at Newcap Red Deer. The first was a placement from Red Deer Aboriginal Employment



Services. Ambersunrise Small spent a week with us. She is a bright, articulate young woman with a keen interest in writing. After some explanation about the process, by the end of week she had written a small number of “straight read” scripts for on-air use. The experience was a positive one for both Ambersunrise and the radio stations and we are now in the process of arranging another job shadow with Red Deer Aboriginal Employment Services for the New Year. Our second job shadow was with an aboriginal youth from the Red Deer College Arts Program – Brett Jacobs. Brett is studying Theatre & Performing Arts and part of the course required him to spend time in an arts related setting in the community. Brett chose to job shadow with our local radio stations – CKGY and CIZZ. He wrote a number of speculative scripts which we critiqued. Brett also spent time with our production department learning about the voicing and assembling of radio advertising. It was a pleasure to spend time with both Ambersunrise and Brett. We are delighted to offer this opportunity to young people as we all benefit from the experience.

Newcap Lloydminster offered tours to numerous schools and organizations from Lloydminster and the surrounding area throughout 2013.

Our Calgary office also hosted a couple high school students who were interested in gaining experience in the radio industry. One student “shadowed” on-air personality Katie Summers for the day including, being in studio with Katie during the morning show, spending a couple hours prepping for the morning show the next day and speaking with other departments within the Newcap Calgary office to get an idea of how radio works.

For the second year in a row, our Sydney office extended an invitation to foreign students to visit our studios and tour the facility. The International Centre of English for Academic Preparation (ICEAP) located on the campus of Cape Breton University. Meeting with students provided an opportunity to discuss media and cultural events in their countries. All students with ICEAP are encouraged to experience local media, cultural events, sports and anything that is distinctly Canadian.

4. “Cause of the Day” feature in many of its markets across the country. The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 42 markets that Newcap serves, hundreds of charities and special interest groups receive countless hours of airplay



annually to promote their causes. Following is a small sample of organizations benefiting from this initiative:

- Capital Cares Radiothon and Northern Alberta Golf Tourney to Support Make-A-Wish Northern Alberta -\$70,000 raised.
- Ride For Dad Motorcycle Ride for Prostate Cancer.
- Alzheimer Society Memory Walk.
- Canadian Blood Services and Alberta Health Services challenge across Alberta to raise units of blood donations.
- Multiple Sclerosis fundraising support campaign- "Bike Tour".
- Canadian National Institute for the Blind- "Dining in the Dark" event.
- Canadian Paraplegic Association –Wheels in Motion.
- Cystic Fibrosis- Psa's promoting fundraiser to support research, Run for a Cure, Tomorrow Project.
- Promoted programs of the Lloydminster Native Friendship Centre.
- Kidney Foundation "Smokin Summer BBQ fundraiser" campaign.
- Canadian Mental Health Society- promoted awareness.
- MS Society- MS Bike Tour
- Diabetes Association- Diabetes Walk
- Make a Wish Foundation

#### 5. Community Input and Feedback

- Within our stations, we provide many opportunities for audience and community input and feedback. Methods used include:
  - Electronic media in the form of email, Website contact coordinates, social network media, texting
  - Focus groups at select stations for the purpose of interactive dialogue on programming
  - Call-in segments embedded in our daily programming

### **Internal Communication**

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

- Direct to all email for company-wide notifications
- Employee Relations Committee as forum to improve communications between staff and management



- Secure Newcap HR website and Job Posting website
- Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Newcap's diversity policies and initiatives
- Employment Equity committees for each region that meet quarterly to discuss Equity and Diversity issues and to share discussions with all staff.

## **Conclusion**

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



## Appendix A

### Sample List of 100 Emerging and Established Artists of Diverse Backgrounds receiving Airplay on Newcap Stations

<u>Artist</u>	<u>Origin</u>
Afrojack	Dutch
Afroman	African-American
Akon	Senegalese
Apl.de.ap(Black Eyed Peas)	Filipino
Aretha Franklin	African American
Beatrice Hope	Aboriginal
Bedouin Soundclash	African-Canadian
Belly	Palestinian
Billy Joel	Person with Disabilities
Bon Jovi	Italian - American
Clyde Drew	Italian - American
Corinne Bailey Rae	African American
Crystal Shawanda	Aboriginal
Danny Fernandes	Italian - Portuguese
Darius Rucker	African American
Dave Matthews Band	African-American
Def Leppard	Person with Disabilities
Divine Brown	Jamaican
Down With Webster	African-Canadian
Dr. Hook	Person with Disabilities
Eagle-Eye Cherry	African American – Swedish
Edward Maya	Romanian
Elise Estrada	Filipino
Eva Avila	Peruvian
Far East Movement	Japanese,Chinese,Korean,Filipino
Fort Minor	Japanese-American
Freddy Fender	Hispanic
Gary Numan	Person with Disabilities
George	Japanese
Gnarls Barkley	African-American
Greatful Dead	Person with Disabilities
Guns N Roses	African-American
Harry Martin	Aboriginal
Jacinda Beals	Aboriginal
Jackie Wilson	African-American
Jason Derulo	Haitian-American
Jim Fidler	Person with Disabilities, visually impaired
Jeff Healey	Person with Disabilities
Jimmy Cliff	Jamaican
Jimi Hendrix	African American
Joan Baez	Mexican

Jordin Sparks	African American
Jose Feliciano	Latino, Visually Impaired
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
K'Naan	Somali
K-OS	Trinidad
Kreesha Turner	African American
Labrador Black Spruce	Aboriginal
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Living Color	African- American
Los Lobos	Mexican
Lou Bega	Italian-Ugandan
M.I.A.	Indian
Massari	Lebanese
Mavericks	Cuban
Metric	African-Canadian
Michael Franti	African-American
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Neneh Cherry	Sierra Leonean – Swedish
Nicki Minaj	Trinidadian
Oasis	Person with Disabilities
Otis Redding	African American
Pitbull	Cuban
Poison	Person with Disabilities
Queen	Indian-Persian
Raul Malo	Cuban
Ray Charles	African-American, visually impaired
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Ronnie Milsap	Person with Disabilities
Run DMC	African-American
Santana	Mexican
Sean Kingston	Jamaican
Sean Paul	Jamaican
Shaggy	Jamaican
Shakira	Columbian
Shane Yellowbird	Aboriginal
Shawn Desman	Portuguese
Shirley Montague	Aboriginal
Sierra Noble	Metis
Steve Perry	Portuguese
Stevie Wonder	African American, Person with Disabilities
Susan Aglukark	Aboriginal



Swollen Members	African-Canadian
Terry Kelly	Person with Disabilities, visually impaired
Terri Gibb	Person with Disabilities, visually impaired
The Band	Aboriginal
The Flummies	Aboriginal
Thin Lizzy	African-Brazilian
Timbaland	African- American
Tom Jackson	Aboriginal
Tunker Campbell	Aboriginal
Zendaya	African-American