

# REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2022

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**Pattison**  
Media

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## 1. OPENING COMMENTS ON PML CULTURAL DIVERSITY REPORT 2022

Pattison Media Ltd (PML) is pleased to provide our report on Cultural Diversity initiatives undertaken in 2022. This introduction reviews our high-level strategies on cultural diversity in the areas of employment, news & programming, and community initiatives.

### 2022

2022 came in with anticipation of moving towards a sense of normalcy beyond COVID. While we certainly saw communities beginning to gather again, festivals and concerts return, events and travel rescheduled in the first half of the year, we saw that supply chain issues and inflation curtailed this momentum in the latter half. Global and National markets continue to try and find their feet with little success, and it is reflected at the local level of sales. The current state of high inflation driving costs of everything to do with life and business upwards, is keeping our core business target, small and local businesses, very cautious on their advertising budgets. PML will be persistent in our strategies to ensure that we do everything we can to support our clients and our own business model and bring some buoyancy to 2023 to continue all the diversity initiatives we currently execute.

### About PML

Pattison Media Ltd. is proud to be one of Canada's premier radio, television, and digital media companies. We've been around for over 50 years, and some of our divisions for far longer than that. During that time, we have built a reputation as a committed media institution serving the needs of listeners, viewers, advertisers, and communities throughout the provinces of British Columbia, Alberta, Saskatchewan, and Manitoba.

Our original base of broadcast media has often been a vehicle for progressive change for diversity and inclusion in our society, and early on, we recognized the need to reflect the many different backgrounds of those constituencies that we serve in the individuals and teams who represent us. We take pride in our longstanding support for cultural diversity in each of the 28 cities that we serve, markets including Vancouver, Edmonton, and Calgary, three of the most ethnically and culturally diverse cities in the world, as well as some of the smallest markets in the west. An example of this support can be found by our providing contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio, for the past 30 years. We continue with that partnership today and as we will show, this demonstrates the approach to diversity that we carry and maintain throughout our station group.

PML works diligently to achieve our goals and fulfill our responsibilities under the Employment Equity Act. Employing a workforce that is diversified and works together as a team is vital to ensuring the success of our group. Our full commitment to Total Team Involvement (TTI) and Employment Equity that has allowed us to sustain an environment of workforce inclusion that facilitates 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.

Pattison Media Ltd. believes that our Team members are our most valuable asset. We continue to aspire to be the employer of choice to both our current workforce and to any candidates responding to our job postings. We strive to do that by providing an environment of growth to our Team through mentoring and teaching. For example, 2022 saw the continuation of our internal, PML Program Director Mentor Program. Our current staff present applications and they are chosen based on merit, talent and skills. Feedback has been extraordinary from both the mentors and mentees as these young professionals are guided by the seasoned veterans through the intricacies of their profession. We have used this program as a recruitment tool and have applicants that have inquired specifically about this program.

PML is proud of our current and past record of ensuring the representation of the four designated groups in on-air positions. Representation was, and remains 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, *“Pattison Media is committed to our social responsibility of equal opportunity employment and does not discriminate against any employee or applicant on the basis of race, color, ancestry, national origin, disability, medical condition, gender identity, sexual orientation, or age, religion, expression, marital status or other non-job-related criteria. We encourage members of all designated groups to identify themselves using our self identification form, as doing so will help us correct under-representation of those individuals in our company.”*

In 2022, Pattison Media hired 151 people. Of that number 87, or 57.6%, were members of one or more designated groups. Please note that since some hires were members of more than one group, the following list adds up to more than the 87 hires.

- 76 were women (50.3%)
- 3 was Indigenous (2.0%)
- 13 were Visible Minorities (8.6%)
- 6 were a Person with Disabilities (4.0%)

PML is pleased to report that we have been able to increase our hiring total over last year (102) which is, we hope, a trend that we see continuing. We still have not reached the levels seen since before the pandemic but are dedicated to continuing to bring diverse and qualified talent into our locations. This report will show how we are working at both the corporate and market levels to do just that.

Here is some interesting data on new hires in 2022:

- We added 10 people to our Operations Personnel team by hiring 1 Person with a Disability, 2 people who identified as Indigenous and 5 women.
- Of 40 On-Air Personnel hired, 20 were women and 3 were Visible Minorities and 3 were Indigenous.
- Our 30 hires in News and Information, 10 women, 4 represented a Visible Minority and 2 were Persons with Disabilities.

- Hires in our Sales Departments, 22 total, were made up of 13 Women, 2 Visible Minorities and 1 Person with Disabilities.
- 34 total Creative and Promotions hires had 16 women, 1 Visible Minority and 2 Persons with Disabilities.
- Of 3 Department Managers that were hired, 2 were women.
- In our Administration and Clerical Support Category, we hired 12 personnel, 10 of whom were women and 1 Visible Minority.

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 PML Employment Equity Committee for review. The PML Employment Equity Committee is comprised of volunteers from within our organization, all of whom represent one or more of the four designated Employment Equity Groups.

Issues that are brought up by the Employment Equity Co-Chairs at the quarterly management meetings are discussed and lead to action such as, publishing Land Acknowledgements on our stations webpages along with continuing to expand the on-air recognition of the local Indigenous lands, on a regular basis throughout the day on each of our stations.

PML continues our work with local Indigenous communities in participation of Truth and Reconciliation by taking the suggestion of several Team members to initiate an Indigenous Relations Committee. This Committee was formed as a response to the identified need to explore how PML Team members are perceived in our interactions while interviewing or covering Indigenous people and events. In its infancy, this committee will be reporting to the Employment Equity Committee to research and offer suggestions and education to policy and procedures while interacting with Indigenous communities. We will continue to nurture these relationships as we uncover the Truth and deepen our understanding of what will need to be done for full Reconciliation with our Indigenous peoples in each of the communities that we serve.

The Pattison Media Equity Scholarship has been reimagined to include BC and to provide up to four, \$2500 scholarships (totalling \$10,000) targeted to Journalism students who are members of the designated groups. This will help address our current need for qualified Newsroom staff and bring to our attention potential candidates for job openings. These scholarships will be awarded in the spring of 2023.

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 Indigenous peoples. PML 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 receive exposure to the broadcasting business near the end of their course of study. However, 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 to overcome.

We have tried to mitigate this with a couple of initiatives such as our Prairie Equity scholarship, which provides financial assistance to diverse people with skills that translate to our employment

needs as well as promoting our industry to potential broadcasters by doing career fairs and high school visits.

Mental Health continues to impact our Team members and as a company and wanting to continue to add tangible support for this, we have taken a full and lengthy review of our Benefits program that is offered to our Team members. When surveyed, our Team overwhelmingly requested more flexibility in their benefits – allowing them to decide what level of coverage and focus on care would be. PML has worked to address that request and now provides a more comprehensive and flexible plan that allows our Team members to access an Employee Assistance Program called LifeWorks. LifeWorks provides immediate and confidential help for any work, health, or life concern. This program, along with our Telehealth provider Consult +, not only supports our Team but their dependants as well. Mental Health has been a major concern and focus since COVID and we have taken measures to ensure that our Team and their families, have comprehensive support that they can access in a timely fashion and hopefully provides an immediate impact.

PML views this support as one of the pillars in building a culturally diversified and equitable environment for all Team members. Another pillar is education and awareness. In 2022, PML continued our relationship with the Centre for Diversity and Inclusion (CCDI). All PML Team Members can access their site and resources such as their Knowledge Repository, Community of Practice Events and both live and interactive Webinars. Our PML Executive Assistant reviews their webinar offerings on a regular basis and sends reminder emails to All Staff to ensure that they are front-of-mind. PML has had Team Members from many departments and levels of management make use of their material, participate in 82 webinars, and had 80 users access their Knowledge Repository. We are encouraged that that number will only grow as our staff become more familiar with their valuable and vast material on Diversity and Inclusion topics.

PML 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 outreached to agencies such as Indigenous and cultural groups within the markets we serve, to increase opportunities to add to the diversity of our operations.

Practices within our broadcast group target employees responsible for hiring and managing staff and provide them 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. This 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 & Executive Team meetings has as an agenda item directed to the assessment of the effectiveness of our policies and initiatives in furthering diversity objectives. Also, one General Manager co-chairs the Employment Equity Committee and is a knowledgeable and thorough contributor to the quarterly reporting and communication of the initiatives and recommendations of the EE Committee. This assists in that information being transferred to the other GM's and Executive Team as well opens it up to discussion.

PML 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 broadcasting now and in the future.

We have modelled the format of this report, to coincide with the document produced by the Canadian Association of Broadcasters and the Commission. It will focus on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have continued the initiatives identified last year and have added others in 2022.

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## 2. CORPORATE ACCOUNTABILITY

We understand the importance of leadership involvement in ensuring accountability in meeting diversity commitments. We monitor and report on diversity initiatives on an annual basis. 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 Pattison Media, Mr. Rod Schween, oversees development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2022.

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 result 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 our station locations in British Columbia, Alberta, Saskatchewan, and Manitoba as well as available on a company-wide drive that every PML employee can access. Our General Managers meet quarterly with the President and Directors 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 with employment equity and diversity as mandatory topics of discussion.

In 2022, we have undertaken a full review and rewrite of our Employment Equity Plan. This will be introduced in 2023.

All our stations’ General Managers have been charged with understanding and implementing the Best Practices for Diversity and they 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.

We continue to follow systems we have implemented to ensure progress on achieving diversity goals. PML posts its annual Employment Equity Narrative Report in our operations and discusses Employment Equity and Diversity objectives with all our employees during annual Performance Appraisal reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce.

We have a New Employee Handbook which is distributed to newcomers to Pattison Media. The handbook describes our company's policies, expectations, and procedures, including those surrounding Cultural Diversity, Employment Equity & Accommodation. It is vital to us that our new employees understand the importance Employment Equity plays in our organization and we have all new employees sign off upon reviewing the handbook.

The Performance Appraisal 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 initiatives PML has undertaken to address and encourage Employment Equity and Cultural Diversity

As well, the company has a Performance Improvement Plan, an additional evaluation to be used when an employee requires performance improvement outside of the annual review. 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.

Every two years we have each of our employees at our 28 locations re-submit our company Self Identification Questionnaire. This gives each individual an opportunity to review their designation as a member of one of the four designated groups, as it may have changed since the last review or hire. We will be distributing the forms, to update this data, to all employees in 2023.

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. General and Station Managers are directly accountable to the President of the PML, ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2022.

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### **3. RECRUITMENT & HIRING**

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

All PML job openings are emailed directly to all Team members and posted within each division of PML as our policy is to try and promote internally and, whenever possible, from the four designated groups. Internal candidates are guaranteed an interview if they apply to ensure a conversation is had about where they see themselves advancing and what their career goals are. This has allowed for us to uncover some unspoken intentions of employees, recognize the employees' desire to progress within the company and focus our mentoring efforts. The opening



is also posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, Media in Canada as well as internet recruitment sites like Indeed, LinkedIn, and Facebook.

Pattison Media continued to update and use its internal Employment Equity (EE) 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. PML 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 communicating job opportunities to these organizations can prompt young people and members of the designated groups to consider careers in broadcasting. It also educates them in the skills and knowledge it takes to be successful in our industry.

Pattison Media has worked with Inclusive Employers - Ethos, Aboriginal Job Board, Government of Canada Job Bank, and more to help seek applicants for available positions. It is extremely difficult to find people with backgrounds who have trained in our industry, and we have been working to encourage these groups to advise their members that these opportunities exist. As well, PML staff members are available and willing to talk to groups directly.

One of our greatest challenges in hiring is simply the lack of availability of applicants from certain designated groups. This can often be traced back to access to training. Most of the positions in our operations require some sort of post-secondary education, so unless a person in a designated group is inspired while in high school (or immediately after), the option of a career in our industry can be limited.

Members of the Pattison Media Employment Equity Committee continue to note that this is often market specific. Difficulties are still found in recruiting Indigenous people. This was thought to be acute in many markets, and even in areas with large Indigenous communities, such as Prince Albert/North Battleford in Saskatchewan, our company just doesn't receive many applicants, despite our outreach and posting efforts.

Division General Managers have also highlighted the difficulty in hiring designated groups. Again, they felt that this was particularly difficult for people in the Indigenous community. The numbers of qualified people are not large to begin with, and there are so many options in post-secondary training that the number gets continually smaller. Qualified candidates of Indigenous ancestry tend to be in high demand, and small private broadcasters must compete against Indigenous groups, larger broadcasters, and even companies outside broadcasting completely. Even when hired, Indigenous employees continue to have a high turnover due to their low numbers and the desire by other employers to hire them.

Despite the problems, we're proud of our success in fostering diversity in our operation and have had significant success in integrating members of diverse communities into many of our locations.

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

We have instigated an online form to our job listings that ask questions to gather employment equity data on our applicants. These answers are then submitted along with the job application to ensure that we are capturing this requirement for each candidate. This addition has simplified and streamlined the data gathering process.

The hiring manager then is able to easily submit candidates' data from this job listing to the New Hire Review form online. This form includes the number of applicants, how many were interviewed, how many fall within the designated groups and if the successful candidate identified as a member of any designated group. These New Hire reports are mandatory when filling a position and PML has communicated this to each hiring manager. PML has also instigated a tracking system to ensure that the New Hire report is filled out and returned for each job that is posted. This data is amalgamated each quarter and then reported to the EE Committee and reported on during our company quarterly meetings.

In 2022, during the hiring processes, 1886 people applied and 634 were interviewed. 87 of the 151 hired, were part of designated groups.

The following are some of the key results of our company's recruitment in 2022 for vacant positions:

- Of the 1886 applicants, 852 (45.2%) were women. 322 (50.8%) of those were interviewed and 76 (50.3%) were eventually hired.
- 60 (3.2%) of those who applied, self-identified as Indigenous. This made up 3.9% (25) interviewed and 2.0% (3) of hires.
- 297 (15.7%) of applications came from members of Visible Minorities. This group had 96 (15.1%) of interviews, for 13 (8.6%) Visible Minority hires overall.
- 83 (4.4%) Persons with Disabilities were applicants. 23 (3.6%) were interviewed and of those, 6 people (4.0%) of PWD were hired.

In addition to these specific examples, Pattison Media has an Employment Equity Policy that states its purpose and commitment to Employment Equity, names the four designated groups and mentions the need for special measures.

We have many examples in 2022 of diversity in hiring and promotion at PML. Some examples from our different stations are listed below.

- Part Time TV Master Control. This position received just the one applicant and identified as being from one of the designated groups.
- A radio broadcast student from SAIT was hired to be an Intern and joined The River and REWIND in Prince George, BC for his broadcast practicum. He is from a designated group.
- A refugee from Kiev, Ukraine, with extensive television experience, was hired as Part Time TV Master Control Operator –. Starting Part Time in Master Control will allow her to enhance English language skills (as she also takes ESL Courses) and progress her way up through our company. This is a great opportunity for all.

- An on-air host identifies as a person who has been clinically diagnosed with a clinical mental health disorder. As part of her on-boarding with PML she was assured that we as a company take accommodation and support in this area very seriously. As evidenced by PML's affiliation with Anxiety Canada and the latter's subsequent and readily accessible support mechanisms.
- PML Grande Prairie attended their first Student Career Fair in two years. They were pleased with the diverse interest in a Broadcast career from students. One young lady has been accepted to Mt. Royal University's Journalism program this Fall. She will be coming by for job shadow/work experience in our EverythingGP Newsroom later this summer.
- Representatives from the Promotions department, along with the EverythingGP News team attended a variety of Indigenous Day Celebrations throughout June. They have made some great connections in the Indigenous community and along with their work with the Friendship Centre, hope to spawn some future Broadcast or Digital talent from this group.
- PML Grande Prairie supported The Unlocking Your Future- Transition Fair for Students with Disabilities which included a morning show interview. The event was promoted on our Drive Around PSA feature as well as the events calendar. This was a career fair for students with disabilities.

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## 4. RETENTION

We recognize that we must target diversity in the workplace in more specialized ways due to a very tight labour market, an aging workforce, and the fact we are challenged to find qualified candidates for many divisions. Our policies, procedures, and commitment to our team members - ensuring we offer great employment opportunities, benefits, remuneration and a fun workplace environment - have all contributed to PML employing numerous long-term employees.

Our key employment policies referenced below ensure that retention is not a large issue for Pattison Media:

- PML 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 outlines 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.
- PML has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008 and drafted to publish in 2023) to contribute to meeting this diversity best practice's objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all our operations, and managers have been trained to communicate the importance of these initiatives within our company.

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

PML values employees who know their work and take pride in what they do. The investment PML makes in 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. Pattison Media 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 designated groups to join the company, but what we can do, and are doing, is provide information to potential applicants about what the company can offer. And when we do attract someone, we strive to provide the nurturing environment necessary to allow them to remain and grow within our operation.

We have several examples of promotions in 2022 of existing PML employees who have been able to take advantage of opportunities to continue growing their careers. We advertise all our job postings internally and encourage individuals to pursue job opportunities at other locations if it will assist their career plan and offer them further opportunities to diversify their skills and achieve their long-term goals.

- A female Team member who completed the Program Director Mentor Program was promoted to PD shortly after.
- A Promotions manager from Calgary has been promoted to an on-air host in Winnipeg.
- A Street Team member, who worked on a temporary basis over a summer, was promoted to Office Administrator.
- Several current, on-air, staff members being promoted from part time to full time.
- Many mentions of cross training our Team members who show interest in a different area of our business – for example: a morning News reporter being supported to expand her writing duties to include the local news portal and both radio brands.
- One of our sales account executives promoted to Metro Sales Presentation and Research Specialist.

The following have been instances in 2022 where we have provided extra accommodation to our team members to contribute to the retention of our Team members:

- Two employees took parental leave as they welcomed newborns to their homes. Both were male employees taking 5 weeks in the TV Tech department. Pattison Media is pleased to

accommodate the request so they could be where they needed to be as their home life went through the change to their family.

- Two team members are awaiting surgery appointments. The ongoing injuries make it difficult for them to walk from the satellite parking lot to the main building. Accommodation has been made by way of dedicated parking for them at the main office parking lot. This will be ongoing until they are able to get the medical attention needed.
- An employee that has identified as female, was given permission to continue to periodically work remotely during Q2 as she is the principal caregiver of her terminally ill mother. She was provided with technical support as well as equipment to maintain full time duties remotely.
- Our general rule for Street Team hires (temporary summer employees) has always been no sitting on shift except on breaks and when not at the tent. However, we now have a person with a disability on our team who would benefit from short sitting breaks during longer shifts so we've supplied a folding chair for them, and they've assured us they will remain engaged at our activations.
- A Team member in the Traffic Department, who identifies as a visible minority, was given permission and accommodations to work from home this fall, while attending post secondary education.
- Accommodations were made for a Team member in TV Production, who identifies as Indigenous, as he was given unlimited flexibility to create his own gradual return to work schedule as he recovers from hip surgery.
- We have made employment accommodation for a News Anchor/Reporter. His vision is impaired due to diabetes. He was in a car accident in early December that has led to the best-case scenario being that he works from home. Our Technical Manager has set him up to write and record newscasts with total off-site virtual access to our Newsroom.
- Through January and early February 2022 and again late March 2022, two minor COVID positive or assumed positive outbreaks happened in a single location. All staff that were off during that time have tracked time off as sick time, however that time will be considered over and above allowable for 2022 per the company COVID policy.
- A morning Newsroom Team member, has been continuing to work from home due to Rheumatoid Arthritis and will do so by agreement indefinitely. The News Team is ready to welcome her back if and when it is right for her. There are no concerns about work ethic as it applies to the Work from Home policy.
- Accommodations made for an employee who is a Master Control operator and in a wheelchair. This is a long-term employee who continues to require the use of the elevator in the station, along with shift adjustments when there are Covid-outbreaks due to this compromised immune system. Shift adjustments were made through the fall to accommodate due to flu and colds including through Christmas.

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## 5. PROGRAMMING, NEWS & INFORMATION

Diversity in programming is growing year after year. Pattison Media broadcasts this growth not only by reflecting it in the faces and voices we broadcast from our own studios, but also through

the network and purchased programming that appears on our TV stations (CFJC-TV, CKPG-TV & CHAT-TV) through Rogers.

Our programming reflects the diversity of North American culture through shows such as:

- **Quantum Leap** - A reboot of the show from the 90's. This one stars an Asian lead, Raymond Lee and features a diverse cast that includes Nanrisa Lee, Ernie Hudson and Mason Alexander Park.
- **American Auto** – At the headquarters of a major automotive company, a floundering group of executives try and rediscover try to rediscover the company identity amid a rapidly changing industry. This sitcom that features a diverse cast.
- **Lopez vs. Lopez** – this is a half-hour sitcom featuring father-daughter duo of George and Mayan Lopez and features a diverse cast.
- **Young Rock** - a half-hour sitcom featuring stories about a younger version of Dwayne "The Rock" Johnson, former WWE Wrestler and superstar actor and a diverse cast.
- **Wong & Winchester** - a half-hour, Canadian produced, buddy cop procedural featuring a pair of women co-leads, Grace Lee Kung and Sofia Banzhaf. Shot in Montreal.
- **Hudson and Rex** – this Canadian series features Detective Charlie Hudson who teams up with what he calls his "highly trained law enforcement animal", a German Shepherd dog named Rex who he prefers to team up with because the dog doesn't talk his ear off. This show features a diverse cast, such as Mayko Nguyen, who plays the Chief of Forensics.
- **Tribal Trails** – A Christian Ministry for Indigenous believers.
- **40 Years of Healing** - shines a spotlight on Indigenous healing, which CFJC-TV aired a in January and Feb of 2022, in light of the 'Every Child Matters' movement. This regionally produced program focuses on holistic healing from addiction, featuring the Round Lake Treatment Centre, located in B.C.'s Southern Interior.
- **Truth and Reconciliation Station Identification Packages** – CKPG-TV in Prince George locally produced a 30-minute special that ran Sept 30<sup>th</sup>, 2022, multiple times. In the spirit of Truth and Reconciliation, Kamloops added to their station identification packages on both radio, News portal and TV, acknowledging that we are broadcasting from the Unceded Territory of Tk'emlups te Secwepemc. This initiative has been picked up with many other stations following suit that included their respective First Nation territories.
- **Jennifer Hudson Show** - beginning in September of 2022, this show, hosted by a visible minority and woman is now airing.

PML feels it is part of our duty to ensure that Canadians from all backgrounds can recognize themselves in mainstream TV programming. We will continue to search out and promote programming that furthers these objectives.

As well, descriptive video on some programming allows viewers with visual impairment to better access the shows they want to watch on our television stations.

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

In terms of ensuring diversity in news coverage, all our newsrooms are members of the Radio Television Digital News Association and adhere to the RTDNA policy statement, “everyone’s story reflecting Canada’s diversity”. We also have a company-wide News Reporting Policy and Standards Guide which is distributed to all 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 is given to clauses on human rights, sex-role stereotyping, and religious programming. As well, the policy includes the Code of Ethics from the RTDNA. That said, many of our operations are in smaller markets and operate music-based formats and do not provide editorial perspective on stories.

As mentioned in our opening comments, we are extremely proud of the long-standing 30+-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 experience and support to our SCMO partner Shushma Datt, the sole proprietor of IT Productions LTD., to pursue and obtain her own stand-alone license 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 30 years ago.

We strive to promote diversity among the experts and commentators used for news stories and ensure that they do not only comment on issues specific to their cultural backgrounds. As indicated, PML did not have news intensive radio formats until we acquired two AM radio stations from Saskatchewan. 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 the different news topics we address. 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 PML has a variety of music formats in a variety of market sizes, all our General Managers work to ensure that their stations are reflective of their individual communities. They also 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, Pattison Media Ltd., is a growing Western Canadian broadcast group which has grown from being an operator in a number of smaller markets to a broader based regional player. PML works towards creating a common corporate culture which strives to meet the policy objectives of Employment and Diversity at all our radio and television stations. We continued to make progress in this regard in 2022 with following examples.

## **BRITISH COLUMBIA**

### **Prince George**

- CKPG News report – 50 new low-income homes built and offered to indigenous peoples:

<https://ckpgtoday.ca/2022/03/24/low-income-housing-for-indigenous-peoples-ready-for-move-in/>

- CKPG News report – Story of a local indigenous man who talked about the importance of long hair in indigenous culture.

<https://ckpgtoday.ca/2022/03/08/derrick-shares-personal-hair-growth-journey/>

- Profile of a local indigenous organization recognized with an international award.

<https://ckpgtoday.ca/2022/03/04/carrier-sekani-family-services-wins-award-for-service-to-children-and-families/>

### **Vancouver Island**

- International Women’s Day. Both stations had special imaging produced and both stations featured all women artists, all day. “Women in Rock” was the theme of the day!
- Story coverage of the US women’s soccer players reaching a landmark agreement with the sport’s American governing body to end a six-year legal battle over equal pay. The deal promises them 24 million dollars plus bonuses to match those on the men’s side.
- News coverage of a major First Nation land claim being heard in BC Supreme Court. The Nuchatlaht First Nation is hoping their claim will lead to the recognition of its rights and title to 230 square kilometres of land along the West Coast of Vancouver Island and put a stop to logging on the territory. Lawyer Jack Woodward told the court the Nuchatlaht meet the test for aboriginal title, because both sides of the lawsuit agree its people were occupying and using the claim area prior to and during 1846. He adds the claim is about recognizing the existence of autonomous societies prior to colonization.
- News story coverage of young people with disabilities in Greater Victoria getting an opportunity to try out different para-sports in a new pilot program called ParaPowerplay. The free 20-week program will allow people of varying abilities to try seven different parasports - including para-rowing, various wheelchair sports, and horseback riding. Participants aged 15 to 25 will get multiple sessions of two to four weeks in each activity to learn the skills needed to be successful at the sport at a recreational level. You can learn more about that program at the News page of theq.fm.

### **Kelowna, BC**

- From helping build homes in developing nations, to running successfully for city council, Marion Bremnerhas has taken an active role not only in Kelowna, but around the world.

<https://kelowna10.com/watch-honoring-a-remarkable-kelowna-woman>

- Covering women in STEM fields. This story is about a woman, who has written her Ph.D. thesis about how to help decrease math anxiety for students, and how she teaches students



to recognize patterns and find relationships in their mathematics and statistics classes.

<https://kelowna10.com/watch-theres-62-trillion-reasons-why-today-is-special-for-mathematics>

- A new Kelowna-based podcast focuses on speaking the truth about motherhood and how to navigate being a parent, especially a BIPOC mother.

<https://kelowna10.com/this-kelowna-woman-is-digging-deep-to-understand-motherhood>

- An interview with Kenny 'Blues Boss' Wayne, a visible minority musician who wants to share his knowledge of blues music, for Black History Month.

<https://kelowna10.com/keeping-the-blues-alive-in-kelowna>

- Coverage of a Kelowna paralympic athlete in Beijing.

<https://kelowna10.com/watch-paralympic-kelowna-athlete-takes-home-hardware>

- Bruce Cook lives his life as a paraplegic and appeared on America's Got Talent: Extreme.

<https://kelowna10.com/watch-why-cant-isnt-part-of-this-kelowna-mans-life>

- Grade 3 students were introduced to wheelchair basketball. Several had disabilities.

<https://kelowna10.com/embracing-basketball-from-a-wheelchair>

- The Okanagan Heritage Museum hosts a spotlight on a traditional Indigenous practice or topic relating to syilxculture monthly.

<https://kelowna10.com/watch-educating-the-community-through-traditional-practices>

- The Junior All Native Basketball Tournament welcomed over 800 athletes from across B.C. to syilxterritory.

<https://kelowna10.com/watch-why-this-basketball-tournament-is-important-for-indigenous-communities>

## **ALBERTA**

### Calgary

- We continue to maintain and update our websites to provide information for people to learn more about Indigenous history and residential schools. Each station's website has a page with several links to learn and take action as well as links for any related events.
- We have updated our contact information on the websites with a land acknowledgement as follows:

*"In the spirit of reconciliation, we acknowledge that we live, work and play on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Îyâxe Nakoda Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta."*

## **SASKATCHEWAN**

- All stations included content about the paralympic games:  
<https://www.beachradiopa.ca/2022/03/13/canada-overcomes-pandemic-challenges-to-capture-25-medals-at-beijing-paralympics-2/>
- A Prince Albert, SK local athlete was highlighted in many stories as she won multiple medals and had many top 10 finishes at the paralympic games.

<https://panow.com/2022/03/11/p-a-s-hudak-wins-second-bronze-medal-at-2022-paralympics/>

- The demonstrations in support of the truckers convoy drew an array of people in North Battleford. One participant, spoke briefly about the criticism of racism from the corporate press and his own thoughts on the demonstrations, which he saw as unifying rather than divisive.

<https://battlefordsnow.com/2022/02/03/local-residents-supporting-joining-truckers-convoy/>

- The contingent of Ukrainian immigrants in the Battlefords region received tremendous support from the community in the weeks since Russia invaded Ukraine.

## **MANITOBA**

- PML Winnipeg welcomed back a volunteer from SCE Lifeworks this past June. She's in their office on Thursday afternoons to collect recycling and other projects they have planned. SCE Lifeworks supports people with intellectual disabilities to work and participate in the community. Pre-covid – this volunteer had been in their office for over 15 years.

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## **6. INTERNSHIP, MENTORING & SCHOLARSHIPS**

PML 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 Toronto Metropolitan University. The stations have had a very good success rate hiring these students after their internship with the station has been completed.

Mentoring is a critical part of the experience at Pattison Media. With many long-serving 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 Pattison Media.

As previously mentioned in this report, our Prairie Equity Scholarship has been reviewed and we are relaunching it for the 2023 school year. We have expanded the offering from \$4,000 to \$10,000, trying to reach a few more recipients and allow for one to be chosen in each province that we operate in. The Pattison Media Equity Scholarship is supported by all stations across 4 provinces.

In March of 2021, PML unveiled its new PD Mentor program. This program was designed with a focus on a number of key elements that make up the role of a program director and the application process was open to anyone in the company to apply. This was in response to our vision to develop our Wildly Talented Team to be our leaders of tomorrow and assist us in succession planning. We are very proud to say that this has been a successful and rewarding process and we look forward to being able to expand and apply this program in different areas of our company that we see could benefit from this focus, such as Creative Writers and General Managers, in the years to come.

Mentorship comes in many forms, and we have also invested in our sales staff as well. We have launched, with our business partner, an online 'e-university' that teaches our sales Team members the finer details of selling digital media. Our entire sales force has completed this training and it has proven to assist sales veterans and new hires alike. It has also allowed us to identify sales Team members who have a natural affinity for these products and redefine their roles to make use of their skills. This mentorship and investment have given new skills to our veteran sales force to equip them to be able to stay relevant and on top of the new digital broadcasting products that PML offers.

We are pleased to report that in 2022, we have been able to reinstate our internship programs after several years of having our stations be closed to the public and to anyone that didn't work full-time inside the building due to COVID. We are happy to continue this transfer of knowledge to the up-and-coming broadcasters of tomorrow.

Below are some examples of the positive relationships our employees have formed in 2022 through mentorship opportunities:

### **BRITISH COLUMBIA**

#### **Prince George**

- News Intern from NAIT - for the period of May through August. This reporter has a focus on sports and has done an excellent job across the board including anchoring our Week in Review TV show so far.

#### **Vancouver Island**

- Move for Mentoring, March – April: The Q! supported Big Brothers Big Sisters of Victoria and Area's Move for Mentoring, a 7-week virtual fundraising event where participants will collect pledges and be challenged each week to move their bodies and build healthier habits and do good for their community. This is a 7-week experience where individuals and teams will be challenged to not only raise money and make a difference in their lives, but build healthier habits, and set movement goals.

## Kamloops

- One of our Traffic Administrators, who identifies as a visible minority, who also suffers from arthritis, was given permission to work from when feeling the effects of his condition and was also supplied with a special desk to allow him the flexibility to work as comfortably as possible given his often-problematic physical challenges. He has also been given permission to park in one of our stations designated handicapped stalls whenever he wishes.

## Chilliwack

- Program Director continues with the PD Mentorship program with Pattison Media. She completed the program and moved on to be promoted to Program Director of our Prince George stations.
- Program Director spoke with students at Kwiyeqel high school's career week. Speaking to students in groups of 3-6 at a time about careers in broadcast.

## **ALBERTA**

### Calgary

- Each Calgary EE member is going to sign up for a CCDI webinar and provide a brief overview to share with the group at the meeting following their webinar. We think this will be a great way to share some great information and start some good conversations.
- Project WILD is a WILD 953 initiative that develops, educates, promotes, and launches the careers of some of Alberta's up and coming country artists. There are 12 artists, and first place is awarded \$100,953.00; second place \$75,000; third place \$50,000. The money is funded by WILD 953, through CRTC approved Canadian Content Development Funding. Note this final year saw the winner announced in March 2022.

### Grande Prairie

- PML Grande Prairie is continuing their work with the Northern Alberta's YMCA Bridging the Gap program. They will be joining forces to offer Bridging the Gap students' opportunities to job shadow or intern. One of their former participants, who is on the Autism Spectrum, came to us through this program in 2016 and has become a key member of our Production and Creative team since.
- With the opportunity to have interns back in the building we welcomed a 15-year-old, to a job shadow opportunity in November. She spent one week shadowing an on-air host through her days as a Big Country personality and producer. They have remained in contact for future opportunities and career counselling.
- With support from 2 of our Team members, we have a student from SAIT joining us for her internship in February and March. She has requested to spend time in Creative and Production.
- A sales account executive's, daughter joined us for the annual, Grade 9 'Bring Your Kid to Work Day'. We are pleased to have had more young, potential broadcasters join us across the

company as several other Team members' Gr 9 children 'came to work' at stations across the company.

- In PML Lethbridge, a new practicum student, joined them in late spring, and shadowed their promotions team. They also discussed a potential new partnership with Lethbridge College about a program for students to participate in our business, learn practical experience while earning credits toward their education.

## **SASKATCHEWAN**

- Our Director of Information Programming had some initial conversations with some local high schools and colleges about the possibility of mentorships for future journalists, with an emphasis on First Nation students.

## **MANITOBA**

### Winnipeg

- Red River College Polytech – an on-air host gave a zoom seminar to the first-year students of the Creative Communications program about her experiences in Winnipeg radio.
- Our National Sales Facilitator and Producer is part of the career mentorship program at St Mary's Academy, all girls high school. On April 20<sup>th</sup>, they held their annual Panel Interviews. She connected with students who were interested in careers in communications, media, and the arts.
- A student from Mid Ocean School of Media Arts (Audio Production) did an in-person production practicum in May while another, from Red River College Polytech's Creative Communication Program, did his practicum, a hybrid model of in person and remote, in April.

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## **7. COMMUNITY & INDUSTRY OUTREACH**

At PML, we recognize that radio and television stations are intensively local services with strong ties to their communities.

In 2022, we continued our commitment to outreach our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba and we are pleased to describe some of those initiatives here. Pattison Media operates in 28 distinct communities. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection, and portrayal of diverse communities.

In 2022, PML continued the AMPLIFY Canada program. Developed by President, Rod Schween, initiative launched in August of 2021 and continued well into July of 2022. This program focuses on promoting, on air and online, local businesses who AMPLIFY their community. The pandemic and subsequent high inflation, and continued challenges with supply chain, has been very hard on small business. AMPLIFY was designed to remind community members to shop local and

support their local business. The listeners nominate their favorite local business who is going above and beyond to give back to their communities. This also has a Podcast series element that has featured Indigenous, Visible Minority and Women-run businesses. The total commitment to this free airtime for business is over \$15 Million Dollars:

Our award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to their audiences. They are totally supportive of the communities they call home. In 2022, PML Stations donated \$25.5 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Red Deer Native Friendship Society, Basics for Babies, Salvation Army Christmas Kettles, Prostate Cancer Fight Foundation, Ronald McDonald House or Canadian Blood Services, the group's radio and television stations were in the forefront of numerous charity initiatives and events, working together for the betterment of their communities.

To demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, our stations report examples of contributions to diversity during 2022, which are set out below:

## **BRITISH COLUMBIA**

### Prince George

- The Annual Spirit Day in support of the Spirit of the North Healthcare foundation and supported by PML Prince George (exclusively) was a huge success – more than doubling the 2021 funds raised. After the dust settled, \$275,000 was raised for healthcare purchases in the northern region. The Event included both The River and REWIND Radio broadcasting live from the Prestige Treasure Cove hotel for 11 hours along with live hits during the Noon and 5pm news. Teams showed up for outbound fundraising calls along with inbound calls and people stopping by to donate funds.

### Winnipeg

- Asian Heritage Month - Inspired by our station in Vancouver and their feature of Black History Month on their web site, they decided that they would like to do something similar. Asian Heritage Month is in May, and they consulted with Vancouver to share resources and add Manitoba/Winnipeg specific links to it.

### Kamloops

- PML Kamloops hosted the kick-off to the Kamloops Chamber of Commerce Business Excellence Awards campaign. PML Kamloops has been sponsoring this campaign for more than 2 decades. This year they were proud to unveil the Tk'emlúps te Secwépemc Indigenous Business Excellence Award. The award will be presented to a business that is Indigenous owned and operated and demonstrates emphatically how Indigenous values have positively impacted its business plan(s), community service and financial outlook.
- Basics for Babies - This annual fundraiser is to raise product, money and awareness in regards to the needs of infants in the Kamloops area, who are lacking in the basic's, ie. baby food, diapers, hampers, etc. Proceeds go to the local food bank and of great benefit to many families,

including many single mothers. The event includes many entertainers, including the Margit Skye Project whose music works to vividly showcase the Indigenous experience.

- PML Kamloops, supplied a letter of support to the local to Tk'kemplups te Secwepemc band in their bid to host the 2027 North American Indigenous Games.

### Cranbrook

- They finalized a plan to broadcast a call for nominations for a newly created Reconciliation Award. Its purpose is to recognize efforts in making change towards reconciliation with Indigenous Peoples in BC. The Community Award recognizes individuals who make their communities a better place through acts of kindness regarding reconciliation with Indigenous Peoples in BC. We scheduled radio airtime that was broadcast at no charge as a Public Service Announcement to promote this award program.
- Our Cranbrook Division continues to operate and make available, shared office rental space within their building. This unique space is designed for multiple individual entrepreneurs that identify as female. The space is customized so that female owners can operate their businesses autonomously while in a group setting to accommodate safety and collaboration. We currently have 3 different businesses using this shared space where the owner/operator identifies as female.

### Vancouver

- On one of our Vancouver stations, they promoted a few events on-air in Hometown Hotspots, from Young Women in Businesses:
  - A YWIB workshop “Reach for Success: How to Make ‘The Ask’ at Work.”
  - A YWIB Virtual Finance Event, about experiences about being a female within the world of finance.
  - A YWIB ‘Side Hustle Bootcamp’, a program to coach passionate individuals in the ideation stage of a start-up with a viable potential business idea.
  - On-air event in support of International Women’s Day
  - The 4th Annual Workout for Women's Day
- They also promoted the West Coast Women’s Show at TRADEX, and we sent our Street Team to the event. They did contesting and event support, plus a remote.

### Vancouver Island

- After a hiatus due to the COVID, one of our stations in Victoria was able to partner with the Victoria Filipino Canadian Association (VFCA) and Bayanihan Cultural and Housing Society (BCHS) to support the much-anticipated event, Mabuhay: Celebrating Philippine Culture 2022.

### **ALBERTA**

- A Team member attended a seminar put on by the County to discuss Domestic Violence in the workplace. It discussed materials available to help fellow workers who may have this violence following them to the workplace. Alberta Occupational Health and Safety have resources

available if we have someone come to us with a claim that they are a victim of domestic violence and would like protection in the workplace.

#### Med Hat

- Food Drive - Redi Enterprises is an organization that provides job placement, for people with disabilities. Redi Enterprises provided able body individuals for the two days to help collect items at local businesses (along with other volunteers) and load the van with the donations. The community was introduced to the services that Redi provided, and the station paid a small honorarium to the organization for the help the individuals provided during the food drive. This year the event raised of 392,000 pounds of food donations.

Video from CHAT News.

<https://chatnewstoday.ca/2022/11/17/video-wild-food-drive-a-heart-warming-time/>

## **SASKATCHEWAN**

### North Battleford

- A News Reporter received recognition on a social post from the former Director of Operations of the BATC (Battlefords Agency Tribal Chiefs) which represents 7 First Nations in our area. This is regarding the work her and our news department have done over the past years showcasing the positive news on First Nations and helping to change the narrative in our community!
- For the month of June, PML Saskatchewan highlighted the month with a dedicated page on our NOW websites that featured news stories and terrific content surrounding First Nations in Saskatchewan and the people at the heart of this culture. Our announcers chose stories through the month of June to highlight on the air and direct listeners to reading. Along with a new Facebook header for each our station pages we celebrated through the month of June.

<https://panow.com/national-indigenous-history-month-and-peoples-day/>

- All Saskatchewan Pattison stations and portals were major sponsors of the 50-year celebration of Back to Batoche. This 4-day event in July was attended by more than 20,000 people who enjoyed learning about the Metis culture through displays, exhibits, dance, food, music, and games.

### Prince Albert

- paNOW.com won a Western Association of Broadcasters award for community involvement after reporting on the homeless situation in Prince Albert and giving a voice to those who usually don't have one – those people who actually live on the streets. Several diverse voices were heard.
- The Battlefords Immigration Resource Centre brought back “A Taste of Culture” to the fair grounds June 4 and 5. It was a terrific community event celebrating the diverse cultures that make up our community. Featuring Food, Dance, Displays, and more. Our stations were represented with a live on location broadcast, all of our on-air team attended between the 2



days to enjoy and share in the fun! In the follow up story from BattlefordsNOW the organizers reported approximately 4000 people had attended the event!

- North Battleford reported on the Western Development Museum featured a Refuge Canada Exhibit, showcasing stories of those who've fled their countries and come to Canada. One of the speakers at the launch, Bwe Doh Soe, is featured in the exhibit, as he fled ethnic cleansing in Burma.

<https://battlefordsnow.com/2022/06/08/wdm-museum-holds-grand-opening-for-refuge-exhibit/>

- A new group home opened in Meadow Lake this June, through provincial funding. This supports a number of people living with intellectual disabilities.

<https://meadowlakenow.com/2022/06/06/grand-opening-held-for-group-home-in-meadow-lake/>

## **MANITOBA**

### **Winnipeg**

- PML Winnipeg supported Inclusion Winnipeg's Fundraiser Community BBQ on their Public Service Announcements web page. This event helps raise funds for the various programs they support. Inclusion Winnipeg is a part of a national federation of over 400 community, 10 provincial and three territorial associations together forming Inclusion Canada. Inclusion Canada is a member of Inclusion International an association of over 110 countries.
- Also promoted on the PSA page: Oyate Tipi is an Indigenous-based non-profit furniture bank located in Winnipeg's North End. Although they experience continued success in getting children off the floor and into a bed, the ever-expanding demand continues to outpace our supply. To help raise funds for children's beds, they are hosted their first annual Breakfast for Beds Gala Fundraiser.

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## **8. 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 28 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.

PML acknowledges that achieving a diverse workforce is not possible until goals and initiatives are integrated into the normal processes and practices of the workplace and are seen as a standard way of operating. The responsibility for achieving these goals rests with all who make employment decisions. Accountability for achieving a diverse workforce is, therefore, no different from accountability for achieving other company goals and objectives. Communicating, monitoring and regular reporting will always be a normal part of our PML practise to support our diversity goals.