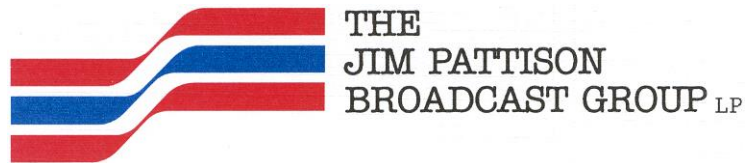


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE  
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY  
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL  
DIVERSITY DURING 2018**

**JANUARY 2019**



## REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2018

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## 1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2018

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2018. As in prior years, this introduction reviews our high level general strategies on cultural diversity.

As the Commission is aware, our Group is located and operates in western Canada. Our markets include Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world. We take pride in our longstanding support for cultural diversity in each city. For example, in Vancouver we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio, for the past 29 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. We operate in 27 communities in British Columbia, Alberta, Saskatchewan and Manitoba, and have made the support of cultural diversity a key component of our business.

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

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

In 2018, The Jim Pattison Broadcast Group hired 109 people. Of that number 69, or 63.3%, were members of one or more designated groups. Please note that due to the fact that some hires were members of more than one group, the following list adds up to more than the 69 hires.

58 were women (53.2%)  
10 were Aboriginal (9.2%)  
10 were visible minorities (9.2%)  
2 were persons with disabilities (1.8%)

We were pleased to make gains in all designated group hires in 2018; but especially in Aboriginals and Visible Minorities where we noticed a considerable improvement in comparison to new hires in 2017. For example, Aboriginal new hires improved from 2.9% in 2017 to 9.2% in 2018.

In 2018, The Broadcast Group acquired four radio stations, two online news portals and three outdoor video displays located in Chilliwack B.C., Whitecourt Alberta and Melfort

Saskatchewan from Fabmar Communications. With the acquisition, 36 new employees joined JPBG, growing our number of employees to over 700. 58.3% of the Fabmar team members were women and 5.6% identified as persons with disabilities.

Our employment equity status is analyzed after each operating quarter. Quarterly updates regarding new hires, station equity initiatives, news stories aired regarding equity issues, public service campaigns and contacts made with equity groups are reported to our JPBG Employment Equity Committee for review. The JPBG Employment Equity Committee is comprised of volunteers from within our organization, the majority of whom represent one or more of the four designated Employment Equity Groups.

JPBG continues to recognize the diversity of Canadian society and commits to reflect that in our workforce, both “on air” or “behind the scenes”. JPBG endorses the Canadian Association of Broadcasters’ Best Practices for Diversity in Radio. As a broadcast group with radio and television stations located in small markets throughout Alberta, British Columbia, Saskatchewan and Manitoba, and with ten larger market stations in Vancouver, Victoria, Calgary, Edmonton and Winnipeg, we continue to employ very loyal, long-term employees.

Cultural Diversity and Employment Equity are very front-of-mind at the Jim Pattison Broadcast Group, and the company is pleased to continue focusing on creating an equity environment for the staff. Recently, in 2016, our company was recognized for Outstanding Achievement in Employment Equity in the Workplace from the Minister of Employment, Workplace Development and Labour at the inaugural Employment Equity Achievement Awards. The Jim Pattison Broadcast Group was recognized for its above local market availability representation for Aboriginal peoples and persons with disabilities. As well, the company was acknowledged for achieving an increase in representation in all four designated groups.

The Commission should be made aware that in small and medium radio markets it is extremely difficult to hire well-trained personnel that reflect ethno-cultural minorities and Aboriginal peoples. JPBG works closely with broadcast training institutes such as BCIT, SAIT and NAIT to offer practicum positions in our stations so that graduating students from these programs 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. Our group continues to work to meet this challenge through the provision of scholarships designed to encourage students from designated groups to obtain the necessary skills and education to enter the broadcasting workplace. Details of our specific initiatives in this regard are outlined later in this report.

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

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 meetings has as an agenda item the assessment of the effectiveness of our policies and initiatives in furthering diversity objectives.

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

Turning to the format of this report, we have modelled it 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 been consistent with the efforts detailed in our January 2018 report. We have continued most of initiatives identified last year and have added others in 2018.

## **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.**

Our senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The President of the JPBG, Mr. Rod Schween, was in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2018.

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

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

After the company updated the 3-year Employment Equity Plan in 2017 with input from our EE Committee, the Plan was finalized and distributed in 2018 throughout the company. The Employment Equity Plan was drafted with the same goals and objectives as in previous 3-year plans. In 2019 the Employment Equity Committee will be reviewing the status of the plan.

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. Our General Managers meet quarterly with the President and Vice Presidents of the company to discuss employment

equity and diversity initiatives. In turn, General Managers meet regularly with on-air and other staff at their stations with employment equity and diversity as mandatory topics of discussion.

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. The JPBG posts its annual employment equity narrative report in our operations and discusses employment equity and diversity objectives with all of 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.

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 the employer has undertaken in relation to diversity.

In addition, 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.

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. Station General Managers are directly accountable to the President of the JPBG, ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2018.

### **3. RECRUITMENT AND 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 openings are posted within each division of JPBG as our policy is to try and promote internally from the four designated groups for on-air positions. If the opening is not filled

internally, then it is posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, as well as internet recruitment sites like Job Shop.ca and Craigslist.

The Jim Pattison Broadcast Group worked diligently in 2018 to continue an internal Employment Equity Job Posting Database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division's region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but by communicating job opportunities to these organizations it can help increase interest for young people and members of the designated groups to consider careers in broadcasting. It will also educate them in the skills and knowledge it will take to be successful in our industry.

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

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

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

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

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

We have many examples in 2018 of diversity in hiring and promotion at JPBG. Some examples from our different stations are listed below.

## **BRITISH COLUMBIA**

Several women were interviewed for a Sales Rep position in Vancouver Island in 2018. The station ultimately hired a female visible minority. She has been a tremendous resource to all our Sales Reps as she is a Digital expert as well. As management considered her a future leader in the organization, she was invited to participate in the JPBG Strategic Planning session in November.



Another division in B.C. continues to add and retain staff from the designated Employment Equity groups. In 2018 of the 11 new hires and promotions, 80% were from one or more of the designated groups.

A female visible minority was hired in 2018 as the Promotion Director for radio stations in B.C. She was one of four females interviewed for this position. The same station also promoted a visible minority volunteer to a regular part-time employee. He is an announcer and has regular weekly air-shifts.

A major market radio station at the JPBG continues to employ a diverse part-time street team who are responsible for representing the stations and helping to publicize a wide variety of cultural and ethnic events throughout their region. In 2018, they hired seven new Street Team members. During the interview process they interviewed five applicants who identified as visible minorities and hired three who identify as visible minorities.

Other examples of diversity in their radio station's recruitment in 2018 included:

- Hiring a part time Promotions Assistant - during the hiring process they interviewed seven applicants, one of whom identified as a visible minority and one who identified as a person with disabilities.
- Hiring a full time Events Coordinator - during the hiring process they interviewed seven applicants, one of whom identified as a visible minority.

A News Department position became available in 2018 at a B.C. radio station. They posted for the Reporter position and sent the posting to the local Kootenay Aboriginal Agency to be added to their list of job postings. The radio stations received six resumes, including one from a female. After listening to the demo and going through all resumes, they hired the successful candidate.

In 2018, due to an internal promotion to another location within JPBG, the news team at a radio and TV operation replaced the individual with a female reporter who was well qualified for the job. In addition, they hired another Radio/TV reporter who is both female and of First Nations descent.

## **ALBERTA**

An individual who previously worked at one of our small-market radio stations in Alberta as an intern was successfully hired in April of 2018. He first came to work at JPBG as an intern through the YMCA work placement program. Due to his autism, he can only handle part time duties, but they have found him to be excellent in his role. He is mentored and works under our Creative Director.

All three job vacancies at an Alberta radio station in 2018 were filled from employees who were from one or more of the four designated groups.

#### 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 have not had significant personnel movement in many of our divisions for a number of years. Our policies, procedures and commitment to our team members - ensuring we offer great employment opportunities, benefits, remuneration and a fun workplace environment - have all contributed to our broadcast group employing numerous long-term employees.

For example, our Kamloops radio and TV stations have noticed that as their employees get older, the management team needs to consider new methods to retain their employment. The employees enjoy working at the station and positively contributing to the success of the operations, however several of them have been valued employees for 40 years or more. Our company's benefits plan would normally run out at 70 years of age. Three employees are at that level now, and in 2018 we improved their benefits plan so that they continue to receive medical, dental and extended health benefits until they retire. Aside from their age, they are also senior in our hierarchy, and this is a small way we can compensate them for their loyalty and service to our company.

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

- JPBG has an anti-harassment and bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (i.e. sexual, racial, and personal comments). The policy 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.
- JPBG has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

The Jim Pattison Broadcast Group also has a policy that "General Managers will attempt to positively react to requests to exchange statutory holiday days to accommodate cultural or religious requirements." In 2018 there were no requests to exchange holidays. However, in response to National Aboriginal Day, a Producer in Alberta who is of First Nations descent was offered by their station an extra paid vacation day off to mark the occasion.

It is the objective of our Employment Equity Committee and our Employment Equity Plan (adopted into policy in 2008, and most recently updated in 2018) to contribute to meeting this diversity best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are in all 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.

JPBG values employees who know their work, are loyal to the company and take pride in what they do. The investment we make in these employees to accommodate their needs provides a huge payoff for both the company and the employee. The company is able to retain someone who has the experience and expertise to contribute valuable knowledge to the operation, and the employee has the job satisfaction gained from that valuable contribution. The Jim Pattison Broadcast Group takes pride in its record of achievement in this regard. There is little we can do to force people of diverse cultural backgrounds or from the four 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 necessary to allow them to grow within our operation.

In retaining our employees, there have been instances in 2018 where we have provided extra accommodation to our team members. For example, at a radio station in Saskatchewan, our management team made arrangements for a female radio personality to be able to work from home. They set up a home studio for her to be able to voice track from while she raises her two kids. They also allowed her to bring her kids into the station when she has to track or voice spots.

One of our northern Alberta radio stations has an example from their Sales Department. A female aboriginal sales rep struggled with personal mental health issues after losing her younger brother to suicide and resigned in early 2018. Recognizing her plea for help, our General Sales Manager urged her not to quit, but to use the resources available through our JPBG benefits plan to help her manage her situation. We also promised to work with her through this difficult time. She was grateful for our company's commitment to her and returned to her position a month later. Since that time she has excelled and grown into one of our key marketing reps.

In Saskatchewan one of our employees has been struggling with alcoholism. Over the past couple of years, he lost both parents, part of the support system that helped him with the battle to stay on the straight and narrow. This person is a valued employee and an asset to the team. He needed assistance and really did not know what to do. Our radio station informed him of the steps he could take to help himself and worked on a game plan. For example, they supplied information on seeking professional support from health care, as well as a schedule of AA meetings he could attend in his area. He reports back on a regular basis and keeps management informed of his struggles and progress. Since initiating this process, they are pleased to report that the progress has been significant, and he is continuing his sobriety.

## **5. PROGRAMMING AND NEWS & INFORMATION**

The world is changing, and diversity in television programming is becoming more and more apparent. That diversity is not only reflected in the faces and voices we broadcast from our own studios, but also through the network and purchased programming that appears on our stations (CFJC-TV, CKPG-TV & CHAT-TV) through Rogers.

Looking at the programs we broadcast in 2018, it's now not unusual to see a visible minority game-show host (Jamie Foxx of "Beat Shazam", also an executive producer on the show), a same-sex couple with a child (played by Eric Stonestreet and Jesse Tyler Ferguson of "Modern Family") and un-stereotyped depictions of diverse characters in many other shows, such as the upper-middle-class African-American family in "Black-ish" or the Indian and openly gay Director of Social Media on "Murphy Brown", played by Nik Dodani.

The Jim Pattison Broadcast Group feels it is part of our duty to ensure that Canadians from all backgrounds are able to 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.

The JPBG 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 RTDNA and adhere to the RTDNA policy statement, "everyone's story reflecting Canada's diversity". We also have a company News Reporting Policy and Standards Guide which is distributed to all 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. For example, in Vancouver, where we operate The Peak FM (a primarily music intensive station) we actively pursue stories with local reflection which reflect the ethnic communities of Vancouver, including the hiring of on-air hosts from the South Asian and Chinese communities.

As mentioned in our opening comments, we are extremely proud of the long-standing 29-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 licence on AM in Vancouver, RJ1200. This foresight and commitment to the ethnic broadcast community is something we are very proud of. This commitment to diversity in radio by a conventional broadcaster is something that was not common 29 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, the JPBG did not have news intensive radio formats until fairly recently when two AM radio stations from Saskatchewan were acquired. Because of this, it is very rare for the majority of our stations to consult with an expert on-air. Further, as many of our stations are in smaller markets, it can be difficult to access experts on 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 our Group 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, the JPBG is a growing Western Canadian broadcast group which has, in recent years, moved from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into JPBG, we have been working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity at all our radio and television stations. We continued to make progress in this regard in 2018.

We have referenced below some specific examples from our stations’ news coverage in 2018.

## **BRITISH COLUMBIA**

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

**Indigenous Games** - Victoria is going to put in a major bid to host the 2020 North American Indigenous games. Victoria is up against Winnipeg, Ottawa and Halifax in the race to submit bids by the March 15 deadline.

**International Women’s Day** - An all-inclusive event to support International Women’s Day is scheduled at Victoria’s Centennial Square. There will be speeches from local politicians, writers and strong-willed woman about the #MeToo movement in the world.

**Exchange Students Assault Case** - An eight-year prison sentence has been handed out to man convicted of B&E, sexual assault, and robbing two U-Vic foreign exchange students. Forty-five year-old David Hope forced himself into a Saanich Apartment in 2016, terrorizing and then robbing the students at a nearby bank.

**Paralympics** - Victoria’s Braydon Luscombe is competing in downhill skiing at 2018 Winter Paralympics games in PyeongChang. Luscombe, a Quadra Village resident, flew to PyeongChang on February 27th to prepare for his second Paralympics.

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

A BC First Nation says it’s calling the province to follow Washington State’s lead in banning fish farms. The Kwikwasutinuxw Haxwa’mis First Nation says the ban will protect native salmon populations in the Salish Sea. The First Nation says it never gave consent for 16 fish farm tenures to be issued in its traditional territory. It also wants to see migrating salmon smolts mapped, to guide industry licensing.

Snuneymuxw First Nation members celebrated what makes them unique on National Indigenous Peoples Day. Dozens of SFN members and residents celebrated at the band office Thursday, singing, dancing and playing traditional Indigenous games. Chief Michael Wyse said the day represented everything he enjoys about their culture. “We share our history through word of mouth, we don't write things down,” he said while watching a drum circle. “We cherish that, we pass it down to our children for them to carry on to their children. That's very important to us.” The Nanaimo Aboriginal Centre also hosted a celebration in Maffeo Sutton Park with live shows and activities designed to share Indigenous culture.

Vancouver Island University's dean of international students called the pending departure of nearly 100 Saudi Arabian students a significant loss for the school and community. Graham Pike said it is their understanding all 93 Saudi Arabian students slated to study at VIU for the fall semester will be forced to leave Canada shortly. It's believed more than 15,000 scholarships for Saudi Arabian students studying at colleges and universities across Canada will be canceled, following a spat over human rights between Canada and the Middle Eastern kingdom. Pike said many of their Saudi Arabian pupils studied at VIU for several years and were highly regarded. Pike said the sudden loss of an entire student population from one country will create a void felt not only at the school, but across the community both socially and culturally.

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

Throughout the year the Cranbrook newsroom was able to put together a number of stories to reflect and represent the many diverse groups and cultural diversity in the East Kootenay.

They regularly work with local indigenous groups, LGBTQ representatives and groups or individuals who face challenges in their day-to-day lives due to pre-existing or debilitating conditions.

**Indigenous Stories** - Our newsroom regularly covers our region's local indigenous groups, whether it deals with events, significant negotiations with various levels of government and more. The Ktunaxa Nation is one of the more recognized groups in our region and were regularly featured in our newscasts throughout 2018. Some of the more significant stories dealt with their ongoing legal journey with BC Supreme Court to halt a developer from building a winter resort at Jumbo Glacier, which is a sensitive ecosystem in traditional Ktunaxa Nation territory. Another big story recently took place as Ktunaxa Nation chair Kathryn Teneese discussed her involvement in signing a Ktunaxa Nation Rights Recognition and Core Treaty Memorandum of Understanding with the provincial and federal governments in December. We were also able to get local reaction from them for national stories - such as their thoughts on the election for Chief of the Assembly of First Nations. Other indigenous stories included a Chief election for the St. Mary's Indian Band, and the Aquam First Nation receiving funds to build a new gym.

**LGBTQ Stories** - We covered a few LGBTQ events and initiatives by local pride groups. The Southeast Kootenay School District installed two rainbow crosswalks – at their Cranbrook office and at Fernie Secondary School - to show support for LGBTQ students. We were able to get reaction from the school district as well as Cranbrook Pride. We also covered a pair of Pride festivals. Cranbrook held a Pride in the Park event in July while the Elk Valley Pride festival was celebrated for six days at the beginning of October. Our biggest LGBTQ story revolved around a safe space program launched by Cranbrook RCMP. The program sees local businesses post a

sticker in their window to indicate they are a safe place for LGBTQ community members to take refuge and await police assistance if they're feeling threatened. We were able to get reaction from Cranbrook Pride representatives on this story as well.

**Seniors, women and disabilities in sports** - Our coverage of diversity in sports was wide-ranging in 2018. Our women's volleyball, fastpitch and winter sport athletes received regular coverage throughout the year while their seasons were underway. We also had a focus on young female athletes, including India Sherret who competed in the 2018 winter games in skiing events. We also had a young rower from Cranbrook make the national U-21 team and a young woman who hopes to compete in the 2022 Olympics with the bobsled team. Our biggest event which featured diverse athletes was the Kimberley/Cranbrook 55+ BC Games. The five-day event featured athletes from ages 55 to those in their 90's. The event received wall-to-wall coverage. We also covered a local athlete who competed in the Canadian Transplant Games, bringing home a gold medal in bowling and a bronze in shotput.

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

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

- At least five hundred people came from far and wide to represent every aspect of the judicial system for the launch of an Indigenous Court at the Prince George Civic and Conference Centre. A First Nations Court is a sentencing court and provides an indigenous perspective with a more holistic and restorative approach to sentencing.
- The provincial government announced last month \$50 million will be invested to revitalize indigenous languages.
- Khaled Ktaish is learning to drive for the first time. It's not something he learned in his home country of Syria, but it's a necessity in a city spread out like Prince George.
- The College of New Caledonia formed a partnership with the Aboriginal Housing Society to help provide more appropriate accommodations.
- Vaisakhi celebrates the birth of the Sikh religion, and this year the annual celebration welcomed an array of cultures, including the Lheidli T'enneh, who took part in the celebrations for the very first time.
- A young man with cerebral palsy hits the gym to prepare for another season on the BC Wheelchair Rugby team.
- Members of the Yekooche and the Nadleh Whut'en First Nations came together to celebrate the 90<sup>th</sup> birthday of an elder, while evacuated from their homes during this summer's wildfire season.

## **ALBERTA**

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

News stories on the Spirit Seekers Youth Conference and Walking with our Sisters event at Phillip J. Currie Dinosaur Museum are 2 examples of culturally diverse news stories the stations had in 2018.

They also did a heartwarming story on Savannah Lussier of Grande Prairie. Savannah represented their local Grande Prairie chapter of Special Olympics, and her Special Olympic donut design was chosen by Tim Hortons for a national advertising campaign. The news team brought Savannah into the studios for news interviews and tour of the facility.

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

In 2018, here are a few of the stories our newsroom in Lethbridge reported on,

A group of Lethbridge College and U of L students is hoping members of the public can help them, ahead of a trip to the African nation of Malawi. They'll be spending four weeks there in late spring to help with testing clinics and to raise awareness of malaria, H-I-V, and hypertension. Fundraising will help provide mosquito nets. The group has partnered with Value Village on a clothing drive to raise money for the nets. Donation drop boxes are at city pools and both campuses.

In spite of the cold west wind, almost 200 men, women and children - of all backgrounds and ages - showed up outside the Multicultural Centre on 6th Avenue south as they participated in the second "March On" rally, which was born out of a movement sparked after last year's inauguration of President Donald Trump. The movement arose from Trump's utterings and attitudes about women and his boast of a sexual assault, but it became a rallying cry for all types of discrimination. One senior who was marching said she was doing it for the young people, hoping that their futures would not include the discrimination faced by women and minorities in the past.

Lethbridge Family Services is getting \$18,000 from Bell Canada's "Let's Talk Community Fund," for two therapeutic groups aimed mainly at young women who have experienced emotional or sexual abuse or mental health issues. Lisa Lewis, Director of Counselling, Outreach and Education says one of the programs called "Take Back Your World" begins next week. Another therapy will include "Trauma Sensitive Yoga." There will be three intake sessions this year with up to eight participants in each program. Lewis says they're hoping to get more funding for them both next year as well.

For the first time, Lethbridge College is celebrating Black History Month. Justice Studies Instructor Ibrahim Turay, who is originally from Sierra Leone, has taken the lead and hopes to educate people of all colors and ethnic backgrounds. "Diversity makes us stronger and beautiful as a community. Celebrating this event helps students from this community feel welcome and is a way to teach everyone about the history of black people."

Police Chief Rob Davis, Lethbridge's first aboriginal Chief, will remain with the force for another three years. His contract has been renewed by the city's Police Commission. Davis was



sworn in as Chief in January 2015 and his initial contract was for four years with an option for a two-year extension. Davis began his career in 1990, and prior to coming to Lethbridge he had worked throughout Ontario.

The University of Lethbridge has recognized Rick Hansen with an honorary Doctor of Laws degree. Hansen says the recognition shows how attitudes have changed towards people with disabilities since his Man in Motion tour in the late 80's. He also said it will inspire him to continue pushing for a barrier free world

The provincial government is committing more than \$4-million to fund mainly indigenous programs aimed at reducing the number of indigenous children in care. They include improving the child intervention system for indigenous families, ensuring that first nations children get services when they need them, creating a Youth Advisory Committee, and suicide prevention services. The money, announced Thursday, will go towards implementing 16 immediate actions, while a request will be made in provincial future budgets for additional funding to implement a further 23 recommendations by 2022.

The University of Lethbridge is now a more inclusive institution for students with developmental disabilities. Minister of Community and Social Services announced the province is providing more than \$575,000 to help Inclusion Alberta support six students at the U of L as well as Portage College. Sabir says the funding will offer additional education opportunities for many students, because everyone deserves a chance to be successful and live a meaningful life. Sabir says education makes a difference in the lives of an individual, and that a lot of people are excited about this opportunity.

A Lethbridge dad is thanking a local business for helping his autistic son. Brandon Rudics son Jude was diagnosed with autism at the age of 18 months. Rudics says not long ago they realized that going through the Mint Carwash every day helped soothe his son. Mint has offered to help the Chinook Autism Society, gave Jude a personal tour of the facility, and is working with Rudics to organize another tour for other autistic kids and adults.

Twenty-five new homes are being built on the Blood Reserve, as part of a \$6.5 million initiative to replace aging, dilapidated or damaged homes, and to create more inventory. According to Housing Director Rachel Tailfeathers, 45 new, full-time jobs have been created so far and applications for new homes are being accepted. The initiative is a joint project with Blood Tribe Housing, Canada Mortgage and Housing Corporation and the Federal and Provincial Governments.

The Blood Tribe has joined a survey to estimate the homeless population in rural Alberta. The count is being conducted throughout October, with community service providers gathering data from those who access their services. The information gathered will then be delivered to all levels of government, showing where the areas of greatest need are and any gaps in rural services.

Last year, Lethbridge College was given a traditional Blackfoot name, meaning Stone Pipe. The materials used to make a stone pipe are now part of a display at the college, unveiled during Indigenous Celebration Day. Coordinator of Indigenous Services Marcia Black Water says it's an important theme - the past is part of the present and the future. Elder Peter Weasel Moccasin

gave college president Doctor Paula Burns a Blackfoot name that translates to Eagle Whistle Woman.

The public engagement is just starting, as the City of Lethbridge works to develop a Mobility-Accessibility Master Plan. It's looking to make its public facilities and infrastructure accessible to everyone, saying everyone will likely face a mobility challenge at some point. Mark Davids of SAIPA relates one story of a client who uses a walker, and when she got on a bus no one would give up their seat, so she had to sit on her walker and risk injury.

Summary: In 2018, the Lethbridge News Department completed over 1,612 local stories and just over 102 dealt with diversity.

## **RED DEER, ALBERTA (CHUB-FM AND CFDV-FM)**

### **News Stories Related to Cultural Diversity in 2018**

Wolf Creek welcomes International Learning students from China

Native Friendship Society happy despite no provincial opioid support grant funding

Local Elder believes new holiday needed to educate Canadians

Free Our Finest raising funds for Special Olympians

Habitat for Humanity Red Deer hosts first ever Women's Build

Orange Shirt Day continues to build legacy of reconciliation in local schools

Treaty 6 flag raised at Wolf Creek Public Schools

## **SASKATCHEWAN**

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

Once again, the news team in Prince Albert was successful in telling stories from each of the four designated groups under the Employment Equity Act. Here are some examples:

**Women (in non-traditional roles):** A business owner in St. Brieux is taking her message of empowerment for women across the province this summer, including stops in Northeast Saskatchewan.

**Aboriginal people:** The Federation of Sovereign Indigenous Nations (FSIN) says a song being played on northern Saskatchewan's MBC Radio is causing racial division.

**People with disabilities:** The Prince Albert news team has featured several stories including the rehabilitation of one of the injured Humboldt Bronco's hockey players who is working to get back on the ice...this time as a sledge hockey player.

**Visible minorities:** A group of new Canadians celebrated their first day as citizens in a uniquely Canadian way - travelling across a prairie landscape by train.

## 6. INTERNSHIP, MENTORING AND SCHOLARSHIPS

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

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

Below is some examples of the positive relationships we have had our employees form in 2018 through mentorship opportunities:

- A female visible minority in a management role at a large-market station is mentoring a female announcer at one of our Northern Alberta radio stations. Station management felt it would help the individual to have a female on-air mentor on top of the guidance provided by the employee's Program Director. The announcer has really benefited from the coaching she is receiving. The improvement in her on-air presentation is very noticeable. The station is very appreciative for the mentorship opportunity.
- An individual with a disability continues his mentorship through the intern program set up between an Alberta radio station and the YMCA. His autism has not held him back. He is a hard worker and greatly appreciated and cared for by our team. He interns in Programming with on-air experience on the radio station. He also contributes weekly to Creative/Production and Promotions. His direct mentors are the Program Director and Promotions Director of the station.
- A longstanding television station in B.C. hired their first female video journalist in 2018. She had previously been a reporter, but had expressed a desire to move into video, where the operation was short of qualified people. Over a period of several months, the senior video cameraman had been training her and it was determined she was ready to be promoted. As she is slight of build, they will be ensuring she has the proper equipment load and weight so that it is easier to maneuver, thus giving her the best opportunity to succeed in her new role.
- A female morning show announcer at a smaller market radio station in Alberta is under the mentorship of an experienced female manager in a nearby major market. There has been significant improvement in the younger announcer's skills, and she is being considered for a position at a JPBG operation in a larger market.

JPBG is proud to continue the scholarship programs we initiated in Western Canada. For example, our stations in Alberta, Saskatchewan and Manitoba support the JPBG Prairie Equity Scholarship. This scholarship was first instituted in 2009 to address the shortage of Alberta broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. Now expanded to all prairie provinces, two students from SAIT were the 2018 recipients of the scholarships. One of the recipients is a first-year student in the Radio and TV Program at SAIT who suffers from Severe Auditory Processing Disorder, a hearing program that interferes with the way the brain recognizes and interprets sounds. The other recipient is a female second year student majoring in Broadcast News who is a visible minority of German/Filipino ancestry. Her goal is to become a reporter and she believes that her background and upbringing gives her a unique perspective that will positively represent Canadians, including minorities. They each received \$2,000 to assist them in pursuing their education and career goals. The scholarship initiative is supported by the JPBG stations in Calgary, Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat, Red Deer, Edmonton, Prince Albert, North Battleford, Meadow Lake and Winnipeg. There were 16 entries received for the 2018 awards.

In the nine years since the Jim Pattison Broadcast Group began the scholarship initiative in the Prairies, the recipients have gone on to reach success in their pursuit of higher education and the start of their broadcasting/journalism careers. Below is a review of some of the recipients of the Prairie Equity Scholarship.

- Our first winner from 2009 was a female visible minority who went on to get her Communications Degree from the University of Calgary after completing her Radio and Television studies at NAIT. She now works as an Editor/Writer for the Minister and Deputy Minister of Advanced Education in the Alberta Government.
- The 2010 winner was a member of the Blood Reserve and a student at Lethbridge College. He is now a Student Recruitment Officer at the First Nations University of Canada.
- Our female recipient in 2012 was employed by the Jim Pattison Broadcast Group. Until recently, she was a Reporter/Anchor for JPBG's Medicine Hat TV/Radio/Digital operation, and has now moved on to another position.
- Our 2013 winner is a First Nations member who worked at a number of jobs in the Broadcast Industry, and recently accepted a position as a Spectrum Management Officer with Innovation, Science, and Economic Development Canada.
- Our 2014 winner, a female aboriginal, graduated from Lethbridge College, then moved to Missoula, where she now reports for ABC FOX Montana.
- One of our 2017 winners, a female journalist, has worked for two JPBG operations, first in Rocky Mountain House, and currently in Medicine Hat.

In 2018 the Jim Pattison Broadcast Group updated booklets promoting Careers in Broadcasting and Media which were circulated to all locations of the Jim Pattison Broadcast Group. To respond to the changing media landscape, the company ensured that digital career opportunities in broadcasting was also reflected. The booklets are used in job fairs, high school visits and job

shadowing visits. We also encourage our stations to reach out to high school counsellors in their area to distribute the informative booklet. In the booklet the Jim Pattison Broadcast Group makes an effort to profile employees who are from different job positions, designated groups and age ranges to better represent our diverse workforce. Among the employees profiled included:

- A sales manager who is of first nations descent
- A program manager who is a visible minority
- A TV host who is female

A job fair video was also updated in 2018 to be used by all the stations in the Jim Pattison Broadcast Group. The video showcases our company, values and career opportunities, and encourages individuals to consider fulfilling careers in our industry.

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

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

## **BRITISH COLUMBIA**

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

The Program Director at our Victoria Radio stations met with a Rise Up Youth Employment Counsellor with Phoenix Human Services. The organization works with vulnerable youth who may be experiencing barriers to employment and the radio station assists finding suitable employment opportunities, which are often entry level jobs. The Program Director met with a young man (who happens to have a vision impairment) who is very interested in pursuing a career in Radio Broadcasting and will be attending BCIT in the Fall of 2019. The Victoria radio station put him through the process of sending a cover letter and resume. Next, they'll interview him and see what they can do to help.

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

Our Prince George Division continues to host individuals who express an interest in radio, television and digital media. Through their website, they encourage interested applicants to contact them through a video presentation.

Through partnerships with British Columbia Institute of Technology, Northern Alberta Institute of Technology, Southern Alberta Institute of Technology and other educational facilities in Canada, the Prince George stations host intern students for several weeks each year. These students immerse themselves in the radio, television and digital side of broadcasting. In 2018, a female student from NAIT completed her practicum with their news team from September to

December 2018. The stations have had a very good success rate of hiring these students after their time with the station.

Several of the Prince George department managers attended a Job Fair organized by the Prince George Multicultural and Immigration Services Society in 2018. At the Job Fair they were able to connect with numerous IMSS clients looking for work.

Also in 2018, station personnel attended the Pinewood Elementary Career Fair, where they spoke to students about broadcasting.

One of the Prince George employees who identifies as a visible minority has renewed her directorship with the Elizabeth Fry society for another term. She also continues to coach and mentor the marketing team for the UNBC JDC West commerce students.

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

One of the team members at the Vancouver radio stations spent a day at BCIT in February speaking to broadcasting students about the industry. A few weeks later the same employee hosted two students at the radio station as they job shadowed him for the day.

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

In Cranbrook the radio station sponsored a candidate in a youth ambassador pageant open to young female candidates. The radio station's participation included a mentorship portion where she job-shadowed female members of our staff to gain insight into the broadcast industry. Another portion was toastmaster training during which the female employee attended classes with the candidate as she completed the public speaking training.

### **ALBERTA**

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

A Women in Media Luncheon was held October 24<sup>th</sup> to highlight the media business as a positive culture for female careers. The stations in Grande Prairie hosted eleven grade 11 & 12 students from four Peace Region School Divisions for a day of mentoring at the station. Nine female employees volunteered to mentor these young students for the day. There was representation from every department in the building. To round out the day, different career opportunities were profiled, with two female employees joining from Prince George to discuss careers in digital/videography and engineering.

On the websites for the Grande Prairie radio stations and community portal, career links were updated in 2018 to include Broadcast schools. They are also continuing to work on ensuring they have all the Broadcast schools recognized for the JPBG Prairie Equity Scholarship.

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

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

One of our station's female managers, who is also a visible minority, is setting up a mentorship program with radio students for Women in Management across the Jim Pattison Broadcast Group. She reached out to SAIT and Mount Royal University to start a mentorship program with their female students within the radio and television programs. In 2018, she met with two female students from SAIT and spent a few hours talking about the industry and giving them advice. In 2019, she will be arranging a female panel of CKCE and CKWD female employees who work at the Calgary radio station to interact with the female population of Mount Royal University's Radio program (which is approximately 50% of their enrollment).

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

In 2018 the Lethbridge radio stations had a few groups from the local high schools spend time job shadowing their announcers. Students from the following high schools participated: Raymond, Cardston, Coaldale, Nobleford and Lethbridge.

## **MANITOBA**

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

From November 26<sup>th</sup> - December 14<sup>th</sup>, a female student from Red River College had her internship with our radio stations in Winnipeg. She worked within various departments (Promotions, Programming & Creative/Production).

On September 21<sup>st</sup>, three of our Winnipeg team members spoke at an open table forum at the Red River College to students from Winnipeg and Brandon. This was an open discussion about careers within the Broadcasting industry. One of the station's Morning Show Co-hosts, a Creative Director and a Program Director from the station were the three speakers from the Jim Pattison Broadcast Group.

On October 25<sup>th</sup>, two female employees (Promotions Coordinator and Producer) spoke to the students at St. Mary's Academy, an all-girls high school. They shared their personal experiences within the radio industry for the school's career day.

## **7. COMMUNITY AND INDUSTRY OUTREACH**

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

In 2018 we continued our commitment to outreach to our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba, and we are pleased to describe some of those initiatives here. The JPBG operates in 27 different, distinct communities. Staff in each of our locations works to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

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 2018, the Broadcast Group donated \$22 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.

An example of an event several of our British Columbia stations supported in 2018 was Shen Yun: 5,000 Years of Civilization Reborn. Shen Yun is the world's premier classical Chinese dance company and in 2018 we supported their organization by promoting their performing arts show. Through the incredible art of classical Chinese dance, they invite British Columbians to travel back to the magical world of ancient China and experience a lost culture. Our company provided complimentary airtime to help Shen Yun further their reach to promote the events in smaller communities in B.C. JPBG is committed to supporting the company again in 2019.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2018, which are set out below.

## **BRITISH COLUMBIA**

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

The Victoria radio stations promoted and provide sponsorship to the Malahat First National Golf and Gala fundraiser in September. Details on the focus of this year's event was: *2018 goal of building a commercial quality community kitchen in our new multi-purpose facility. Your support will help Malahat provide nourishing meals for children in the new daycare and it will become the place we gather to cook together, celebrate and support one another.*

In 2018 the radio stations also promoted the Special Woodstock event in August. "Special Woodstock" was created to feature the artistic talents of people with disabilities alongside professional musicians for the island community. It was founded in September of 1999 by Shelley Vaags, who saw a need for a platform to feature this incredible, courageous, inspiring and unique community of individuals.

They also actively promoted these events for National Indigenous People's Day:

- Every year, Royal Roads University hosts a National Indigenous People's Day event, featuring canoe challenges, performances, traditional foods, and more! This year we are



cohosting with UVic, Camosun and the Ministry of Indigenous Relations and Reconciliation, so we are expecting more than 550 visitors. It's an excellent opportunity for indigenous organizations and artists to make valuable community connections! Tables are available at no charge!

- The Q supported Indigenous People's Day at Royals Roads. They set up a tent and played tunes for the kids and hosted a games area.

The Zone was a major sponsor of Pride Week. They helped publicize the annual Drag Ball Game, Big Gay Dog Walk, and the Pride Parade and Festival. This year's Zone Float in the Pride Parade in June was definitely one of our largest parade entries to date.

The Q and The Zone were sponsors of Victoria's One Wave Festival in September - celebrating the arts and culture of area First Nations. One Wave is a Pacific arts and culture festival produced by Pacific Peoples' Partnership in Victoria, B.C. on unceded Lekwungen (Coast and Straits Salish) territory. Since 2008, One Wave has been a constant feature of Victoria's vibrant festival scene. Linking artists from across the North and South in celebration of diverse expressions of Pacific culture, One Wave Festival aims to build Pacific identity and community. This year was the tenth anniversary of One Wave Gathering. This milestone was marked by an unprecedented symbolic public art installation. Four temporary longhouse structures (twenty feet in height) were raised on the Legislature lawn, a historic Lekwungen village site. Under the direction of contemporary Nuu-chah-nulth artist Hjalmer Wenstob, four youth created the house fronts in the styles of Coast Salish, Kwakwaka'wakw, Nuu-chah-nulth, and South Pacific traditions. The structures were raised with the support of the Songhees and Esquimalt Nations and the BC Legislature, in collaboration with MediaNet.

A woman named Hope approached the Victoria stations via email ahead of Pride Month wondering if the radio stations would be willing to talk about her community. Hope wrote, *"I'm your average carpenters apprentice here in Victoria. One of the things that's less average about me is the fact I'm also a trans woman. Would you be up to helping me tackle some of the common questions I get?"*

Hope and The Zone's midday show host Jon Williams, then went to Beacon Hill Park for "A Conversation with Hope".

The radio stations posted the conversation on their Facebook page. So far, 5,900 views and many positive comments.

Here is Hope's blurb on the Facebook video post:

*I'm your average carpenters apprentice here in Victoria. One of the things that's less average about me is the fact that I'm also a trans woman. Working in the trades, it's come to my attention that despite the amount of media attention "Trans" folk have gotten over the last few years, very few people actually have social access to Trans and Queer folk like myself. I contacted some of my pals at The Zone and asked if they'd be up to helping me tackle some of the common questions I get frequently. Good news, they said yes! I may be your average carpenters apprentice but I'm not your typical woman and amongst my community that's a lot more common than we see on TV. I hope this helps better represent the reality that a lot of us face day to day here in Victoria.*

The Victoria radio stations also supported 'Women 4 Women', a showcase of local women in the music scene, and three of their on-air personalities were featured on the Dani Cyr website.

International Women's Day was recognized by The Q with a Women in Rock noon Request show, and The Zone featured an all Women Mix Tape show at 5pm.

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

The Wave and The Wolf provided airtime PSA support and online event listings in February for the Nanaimo African Heritage Society and Black History Month.

The radio stations also supported the Nanaimo Pride Society which had events in June. They supported through on-air and online. They also had a big presence at the festival, including the parade with a lot of staff involvement.

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

Both JR Country and 102.7 THE PEAK take into consideration the importance of cultural diversity when planning participation in community events.

Some events covered in 2018 include:

StandOUT Awards - awards recognizing outstanding achievement in the LGBTQ+ community. 102.7 THE PEAK was a radio sponsor for this event.

Vancouver Pride - there are several Pride events including the Pride Parade and Festival, Pride Sports Day and Eastside Pride that our Vancouver radio stations support. They also promote the Pride Youth Scholarship foundation.

Rugby Sevens World Tournament - bringing together teams from many different ethnic and cultural backgrounds. Both stations contribute a lot of on-air, online and on-site support for this tournament.

Surrey Fusion Festival - this is a large celebration of multicultural food and music, both stations have supported this event for the last six years.

Fraser Valley Food Truck Festival - this is a huge celebration of multicultural food, supported by both stations.

South Surrey Community Festival - South Surrey is an ethnically diverse community and this festival celebrates that through live entertainment, activities, and food.

Vancouver International Film Festival - a not-for-profit cultural organization whose mission is to produce screenings, talks and events as a catalyst for a diverse community. 102.7 THE PEAK has been a media sponsor for the last few years.

Vancouver Folk Music Festival - featuring a wide variety of international and multi-cultural performers.

Khatsahlano - The name of this festival pays tribute to the First Nations that inhabited the area for over three thousand years.

Vancouver Summer Concert Series - 102.7 THE PEAK was one of the main sponsors and the exclusive Radio Sponsor of Summer Sounds on the former Queen Elizabeth Theatre Plaza which was renamed with an Indigenous name “šxʷləxən Xwtl'a7shn” The name is linked to the plaza's past use as a gathering place for the Walk for Reconciliation. Our hosts for the summer concert series learned how to pronounce these names and acknowledged that the event was taking place on the traditional unceded territory of the Musquem, Squamish, and Tsleil-Waututh Nations.

Richmond World Festival - Richmond's major multicultural festival.

Shen Yun is a Chinese cultural performance extravaganza that visits the Lower Mainland each year and both stations support.

The Scandinavian Midsummer Festival celebrates Scandinavian culture with food, entertainment and activities like the traditional wife carrying competition.

International Women's Day - 102.7 THE PEAK had a “Women of Modern Rock” themed playlist all day and celebrated with Women's Day imaging on-air.

#### **CHILLIWACK, BRITISH COLUMBIA (CHWK-FM)**

The Chilliwack station's Program Director is a board member of the Chilliwack Society for Community Living. Since 1954, CSCL has partnered with the community to build capacity for inclusion and belonging of people with varying abilities. Some of the CSCL events CHWK-FM supports includes:

- Annual Community Living Fall event - the radio station assists with prizing for respite workers and by attending the event and offering MC services. The event is attended by staff, respite workers, volunteers and clients of CSCL.
- Annual CSCL Old Timers Hockey event - this is a major annual fundraiser. 89.5 The Drive offers PSA time to help promote the event and also explains the benefits of the CSCL programs to the community.

The radio station also work closely with Sto:lo Nation and Nations Creations on an annual basis. Nations Creations is a group of First Nations artists creating original works and being compensated a real value for their talents. The radio station interviews the artists ahead of Orange Shirt Day amongst the many events they run each year to promote the business venture.

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

Our Prince George stations were a major sponsor of Canada Day in the Park organized by the Prince George Multicultural Society. This annual event is a Multicultural display of food, art, dance, and entertainment and is attended by thousands each year. For two weeks leading into Canada Day our stations promoted the event through our Radio, Television and Digital formats. Our FunChaser and Prize team participated all day by handing out swag. The team also were the

Master of Ceremonies through the live cultural event stage. The stations ran live reports and social media posts throughout the day.

The Prince George Television Production Manager continues to be on the organizing committee of Inspiring Women Among Us. She is the liaison with the Prince George Public Library, arranging for feminist literature displays and other activities. While focussed on women and those identifying as women, IWAU events are designed to be inclusive of all minorities, whether based on gender, sexuality, race or religion.

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

The Culture in the Community feature on their website continues to be updated on a regular basis which promotes multicultural events throughout their community. In 2018 they also began forwarding cultural events to the attention of their Promotions Director so that he could pass them on to their events team to attend.

#### **ALBERTA**

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

Aboriginal outreach by the Grande Prairie stations in 2018 included \$2,500 gift in kind advertising to the Traditional Path Society, and \$1,750 in gift in kind advertising to Metis Self Government Forum.

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

The Lethbridge radio stations took part in or sponsored these events in 2018:

- Domestic Diva's Trade Show (Careers for Women in Business)
- Alberta Culture Days Festivities (Multi-Cultural event)
- Annual Blackfoot Canadian Cultural Society's Arts and Heritage Festival (aboriginal)
- Lethbridge YMCA's Walk a Mile in her Shoes Event (Women's issues awareness)
- Lethbridge Pride Fest promoting the local LGBTTTQQA community
- The Lethbridge Therapeutic Riding Association summer camps
- Lethbridge College's Indigenous Celebration Day

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

In June, the Western Association of Broadcasters awarded CHAT TV the Gold Medal Award for Community Service for small market television stations. The award was for the "Different is Good" TV campaign which was designed to increase awareness of cultural diversity in the community of Medicine Hat. The station achieved this by profiling individuals who immigrated to Medicine Hat and who have contributed positively to the community in some fashion.

For example, this endeavour spotlighted refugees from a hostile or politically volatile country who started coming to Medicine Hat a few years ago. Shining a light on these tremendous

individuals and their contributions to the community might then be able to sway some people already established here who may have a negative mindset or worldview.

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

101.5 KooL FM had the band, Delhi To Dublin come into their studio and play an intimate concert on October 6<sup>th</sup> which was posted on social media. This band is from different parts of East India.

101.5 KooL FM hosted a remote at Costa Vida on May 5<sup>th</sup> to celebrate Mexican traditions for Cinco de Mayo.

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

up! Continues to air “What’s up!”, a community calendar that often features fundraisers for Edmonton’s less fortunate or marginalized population.

CIUP supported the “Give a Kid a Coat” initiative done by Sleep Country by promoting on-air, online, and being live on location for broadcasts. Recipients are frequently new Canadians and Aboriginals.

In December, CKNO did their annual Pay It Forward, where the listeners, the NOW!family, nominate someone they feel is deserving of \$1,000. Year after year our winners include people of aboriginal decent and visible minorities.

CIUP once again did a December Radiothon for Edmonton’s Christmas Bureau. Recipients are frequently new Canadians and from marginalised communities.

CKNO’s Spring Garage Sale raised \$1,000 which was donated to the Youth Emergency Services Shelter, which houses at-risk youth, often from visible-minority or aboriginal backgrounds.

CKNO is the leading drop-off location for #BundleUpYEG, an initiative to collect and distribute warm clothing to Edmonton’s less fortunate. Recipients often include aboriginal people and visible minorities. In 2018, #BundleUpYEG collected 1,514 bags of clothing.

CIUP frequently hosts concerts out at the River Cree Entertainment Centre, which is on Treaty Six land. This fact is always recognised on-stage.

Edmonton’s Heritage Festival is August Long weekend. CIUP supported by way of mentioning it on-air in the “What’s Up!” feature. CKNO participated by having the Trucksicle on-site to distribute popsicles to the attendees.

The interactive format of CKNO allows us to do shout-outs on-air, in the moment. And these shout-outs were given for Filipina Festival, Serbian Days, Diwali, Chinese New Year, Ukrainian New Year and GLOW festival.

## **RED DEER, ALBERTA (CHUB-FM AND CFDV-FM)**

Canada Day - BIG105 and 106-7 The Drive is a continuing sponsor of the Canada Day Celebrations in Red Deer. Through this sponsorship the stations helped showcase many diverse culture groups. Some of the performers which highlight Canada's diversity are Dora Wayne who did an Indian Cultural Dance, the Big Voice Drummers who are an Aboriginal Group, and the International Women of Purpose who are a group of African women. We also support this event by emceeing, on-air promos, on-air mentions and social media content.

Red Deer Native Friendship Society - This organization helps Indigenous people making a transition to the City of Red Deer by connecting them to their traditional values and supporting them through programs to parenting, support, education and much more. Each month they send the radio stations their calendar which is posted on our websites to help connect their services to those who need it.

Threads of Life - Threads of Life supports those families and people who have been affected from workplace injury which includes numerous people with disabilities. Our Red Deer radio stations are a continuing sponsor of their fundraiser and awareness campaign, Steps for Life. They support this walk through on-air advertising, on-air mentions, street team appearances and social media content.

Walk for Dog Guides - In 2018, the radio stations supported Red Deer's Walk for Dog Guides which raises funds for dogs who support clients with disabilities who need mobility assistance. With these funds, dogs are trained for canine vision, hearing aid service, seizure response, and diabetic alert. The contributions from the stations included supporting the walk by attending it, social media content and giving it on-air mentions.

Spinal Cord Injury - Spinal Cord Injury (formerly the Canadian Paraplegic Association of Alberta) is an organization that raises fund for those affected by spinal cord injuries and other physical disabilities. We helped sponsor their Diamonds and Denim Fundraising Gala in 2018 with on-air mentions, on-air promos, on our website, and through social media. They are also planning a 2019 Comedy Night which we have already sponsored this year through promos, giveaways, social media and on-air mentions.

## **ROCKY MOUNTAIN HOUSE, ALBERTA (CHBW-FM)**

February, 2018: The town runs an annual Festival of Culture, which we supported by running promos in our event centre and having an on-air interview with the town organizers. This Festival provides entertainment and representation by different cultures through food sampling booths and cultural displays and is very well attended. Many cultures are represented at this event, including Aboriginal, Filipino, Ukrainian, Mexican and Dutch.

June 21, 2018 was National Aboriginal Day, and a large event was held in Rocky Mountain House by our Rocky Native Friendship Centre. B94 ran ads for the event, included the event for two weeks prior in their event centre, wrote news stories, attended the event and did live cut ins. This event saw a tremendous turnout, and the Native Friendship Centre is hoping for another event next year.

June - November 2018: The radio station has a great working relationship with the Rocky Support Service Society, which is tasked with helping those in the community with learning disabilities. This organization runs an annual charity golf tournament, which was sponsored by the station. Unfortunately, due to weather, the tournament had to be cancelled. However they had the executive director in three times to promote the event, ran ads, included all the details on their event centre, and had two teams of four ready to compete before it was cancelled the morning of. The organization also runs a poinsettia fundraiser each holiday season and the radio station made mentions for that event on our event centre as well.

## **SASKATCHEWAN**

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

LarongeNOW, which launched in January of this year, received the Gold Medal Award in the Digital category for community service from the Western Association of Broadcasters. La Ronge was left with minimal local coverage after the recent closures of several media organizations. The Lac La Ronge Indian Band Chief said other media organizations would visit the region when major stories broke, but they would disappear again soon after... “Instead of passing through, LarongeNOW embedded itself in our community. They hired a local resident who brings a much-needed Indigenous perspective to news reporting.” The news team believes it is important to tell the positive stories instead of focusing entirely on crime or other negative issues. While news must always be reported, it’s important to find a balance so the community is not misrepresented.

The Director of Information Programming for the Saskatchewan radio stations and online portals represented the company as an emcee for an Inclusion Luncheon. This is a fundraiser for the Saskatchewan Association for Community Living which supports individuals with intellectual disabilities in the province. The station is also a sponsor of this event.

Our radio stations in Prince Albert also made a concerted effort to report on the Culture Day activities that took place in 2018. This included stories about Prince Albert’s multicultural celebration ‘Tapestrama’ and also exhibits by the Indigenous People’s Artist Collective.

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

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

The North Battleford stations have a Community Airtime Award which is open to any group or organization that is need of help promoting their cause. They take applications through their websites and the successful applicant receives an advertising grant valued at approx. \$100,000 dollars. In 2018 the recipient was the Saskatchewan Hospital North Battleford New Beginnings Campaign. The New Beginnings Campaign was tasked with raising \$8 million to outfit the new Provincial Mental Rehabilitation Facility with every piece of equipment and furnishing. Since the beginning of September when, they announced the New Beginnings Campaign as the latest recipient, they have raised over \$750,000! They are now within quarter million dollars of their goal.

Some events the stations supported in 2018 included:

“That Night on The Prairies” - They partnered with Unity 306 to promote this incredible night celebrating the late Gord Downie of the Tragically Hip. On October 20<sup>th</sup> there was a show in Saskatoon at Louis’ on the U of S Campus featuring a look at the work Gord Downie did in the field of Truth and Reconciliation. All proceeds of this night went to the Downie-Wenjack Fund. The Gord Downie & Chanie Wenjack Fund is part of Gord Downie’s legacy and embodies his commitment, and that of his family, to improving the lives of First Peoples. In collaboration with the Wenjack family, the goal of the fund is to continue the conversation that began with Chanie Wenjack’s residential school story and to aid our collective reconciliation journey through awareness, education, and action.

Orange Shirt Day: Every Child Matters - Sept 30<sup>th</sup> was the nationally recognized Orange Shirt Day. The Living Sky School Division decided to participate in recognizing the impact of the Residential School system on Indigenous People in Canada on Sept 26<sup>th</sup>. On air they did live announcer adlibs from the 26<sup>th</sup>-30<sup>th</sup>, wearing orange shirts at work and in the community.

## **MANITOBA**

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

A morning show co-host at the Winnipeg radio station emceed the Swimability Golf Tournament held on August 9<sup>th</sup> at Breezy Bend Golf Course. Manitoba Swimability provides affordable and accessible one-on-one swimming instruction to children with special needs. We were sponsors of the golf tournament and also ran PSA’s promoting the event.

QX104 is a sponsor for “Festival du Voyageur”, an annual festival celebrating the Francophone cultural community.

In October & November, QX104 and The Drive aired a PSA campaign in support of the Winnipeg Chinese Cultural Community Center.

Support for visible minority and local indigenous artists in 2018 included:

- Jo Jo Mason
- Tebey
- Don Amero
- Jimmie Allen
- Mitchell Tenpenny

## **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 27 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.

## SAIT Students Win Equity Scholarships

Two students from SAIT Polytechnic in Calgary are the 2018 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarships.

Alyssa Stoyanowski is a first year student at SAIT, with a particular interest in small-market radio. Growing up in High Level, Alberta, Alyssa interned at a radio station in Peace River.

It was only after high school that Alyssa discovered that she suffered from Severe Auditory Processing Disorder, a hearing problem that interferes with the way the brain recognizes and interprets sounds. Finding out about her APD has helped Alyssa understand earlier struggles in school. Despite those challenges, Alyssa maintained good marks, was active in student government, helped with a number of charitable causes and was a competitive swimmer, coach and lifeguard.



*Amanda Au (left) of JPBG Calgary presents Alyssa Stoyanowski with her scholarship cheque.*



*Scholarship winner Amanda Vocke.*

As an educator who has worked with her noted, “I consider her to be a great role model for others, as she embraces challenges with a positive attitude and faces hardships head-on with determination and purpose.”

And as Alyssa herself says, “All of these experiences have, and will continue to benefit me in the future at SAIT, and in any career I choose.”

The second scholarship winner is Amanda Vocke. Mandy is a second year Broadcast News student at SAIT who has also completed her classes for a Communications degree from the University of Calgary.

Amanda is of German/Filipino ancestry, and her mother’s family was one of the first Filipino families in Saskatchewan. She feels that her mixed-race background gives her some advantages... “as someone who is both white and Asian, I feel like I have the ability to bridge the gap between people of different races. Being a minority isn’t something that needs to hold people back, it’s a special part of who they are.”

Her teachers at SAIT describe her as “a role model”, “superior” and “a pleasure to work with”. She also volunteers for the Best Buddies—an organization that creates opportunities for individuals with learning and/or physical disabilities—and is a member of SAIT’s Cross Country team.

Amanda’s goal is to be a reporter...“I believe that my background and upbringing gives me a unique perspective that will positively represent Canadians, including minorities.”

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

Alyssa Stoyanowski and Amanda Vocke have each received \$2000 to assist them in pursuing their education and career goals.

The scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

- 101.5 KOOL FM, Calgary
- WILD 95.3 FM, Calgary
- BIG WEST Country (CIBW FM), Drayton Valley
- B-94 (CHBW FM), Rocky Mountain House
- Big Country 93.1 FM (CJXX), Grande Prairie
- Q99 FM (CIKT), Grande Prairie
- Country 95.5 FM (CHLB), Lethbridge
- 102.3 NOW! Radio, Edmonton
- up! 99.3 FM, Edmonton
- QX 104, Winnipeg
- 94-3 The Drive, Winnipeg
- Saskatchewan Country 900 CKBI, Prince Albert
- B-93.3 FM (CJBZ) Lethbridge
- BIG 105 (CHUB FM) Red Deer
- 106.7 The Drive (CFDV-FM) Red Deer
- 102.3 FM CJNS Radio, Meadow Lake
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM, Medicine Hat
- Q98 FM, North Battleford
- 1050 CJNB, North Battleford
- 93.3 The Rock, North Battleford
- XFM, Prince Albert
- Power 99 FM, Prince Albert