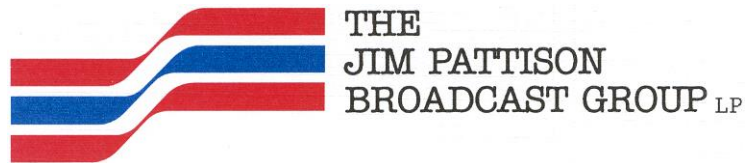


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL
DIVERSITY DURING 2019**

JANUARY 2020



REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2019

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1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2019

We are pleased to provide our report on Cultural Diversity initiatives undertaken by the Jim Pattison Broadcast Group (JPBG) in 2019. As in prior years, this introduction reviews our high-level strategies on cultural diversity.

As the Commission is aware, our Group is located and operates in Western Canada. While our markets include Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world, we also operate in some of the smallest markets in the west. 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 30 years. We continue with that partnership today, and as we will show, this demonstrates the approach to diversity that we carry and maintain throughout our station group. 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.

In 2019 the Jim Pattison Broadcast Group continued our focus on Total Team Involvement. People are our #1 asset, and the goal of this stage in our company was to assess, train and improve our Wildly Talented Team, as we have drastically grown in just 10 years from about 450 employees to now over 700 valued team members. One of the aspirations of our organization is to set our organization apart as an employer of choice - to grow our people through sharing, mentoring and teaching. The Jim Pattison Broadcast Group believes that by nurturing and promoting our Wildly Talented Team we will attract more and better people. Our company aspires to be “*A wildly creative media company, with an insatiable desire to win*”; and our employees are an integral part of this vision.

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 2019, The Jim Pattison Broadcast Group hired 97 people. Of that number 55, or 56.7%, 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 55 hires.

- 49 were women (50.5%)
- 4 were Aboriginal (4.1%)
- 9 were visible minorities (9.3%)
- 3 were persons with disabilities (3.1%)

While our percentages decreased among women and Aboriginal hires, we showed an increased percentage of visible minority and persons with disabilities hired.

Here is some interesting data on new hires in 2019:

- We added to our Senior Management team at Head Office by hiring a female Accounting Manager.
- Of 11 On-Air Personnel hired, four were women and one represented a visible minority
- Our 20 hires in News and Information were quite diverse, with seven women, one person identifying as Aboriginal and two identifying as Visible Minorities. Altogether, 40% of hires in News and Information represented designated groups.
- Hires in our Sales Departments were overwhelmingly female this year, with 17 of 20 hires (85%) being women.
- Hires in Creative and Promotions were diverse, with 9 of 19 being women (47.4%), as well as two people identifying as Aboriginal and three as Visible Minorities.

In August 2019, our Employment Equity Chair and Head Office completed a survey from the Canadian Human Rights Commission, entitled “Employment Equity Horizontal Audit on the Employment of Persons with Disabilities in the Communication Sector”. This 22-page survey asked questions about hiring practices, employment, accessibility, and representation for persons with disabilities in our industry.

Our President and the Employment Equity Chair have met on areas highlighted in the CHRC Horizontal Audit that have prompted consideration of improvements that our company could adopt in our Employment Equity plan. This will add new initiatives to our “Best Practices” for our 3-year Employment Equity Plan to further assist our company in taking pro-active, positive steps to prioritize Employment Equity.

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, all of whom represent one or more of the four designated Employment Equity Groups.

Issues brought up by the Employment Equity Chair at the quarterly management meetings are discussed and lead to action - the Women in Media Luncheon is a prime example. In 2019 information from Grande Prairie’s highly successful “Women in Media” program (launched in 2018) was made available to all JPBG divisions. Scripts, templates, timetables, etc. are available on a shared drive. At least two divisions have so far expressed interest in duplicating this in their

markets. The “payback” on an initiative like this is not immediate and may not even have an effect on who our company hires for a specific position. However, increased interest, education and the eventual availability of diverse applicants will certainly benefit our company, our industry and our society.

Groups such as LGBTQ2+, newcomers, veterans, youth and older workers are not designated under the Employment Equity Act but are important groups where workplace diversity and inclusiveness are still significant factors. This issue has recently become a significant matter for discussion in our JPBG Employment Equity Committee quarterly meetings. In our meeting in April, our Calgary division had asked if we should add a separate box on our self-identification form for people who are not comfortable declaring a specific gender. Our committee discussed this and from a policy perspective determined our responsibility is to focus on the four designated groups. However, we note that this is becoming a more common discussion and that the government is making changes in this area to deal with non-binary or gender-neutral issues in reporting. We also encouraged our company or individual stations to discuss issues and progress in these areas and report on them and even include them in anecdotal reporting to the government.

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 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. 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.

Many of our stations have also been recognized over the years for their inclusive hiring practices or equity environment. One of those is CHAT 94.5 FM in Medicine Hat, Alberta. It won the award for Community Involvement at the 2019 Medicine Hat and District Chamber of Commerce Business Excellence Awards. Among the community initiatives that led to this award were many on-air phone calls and in-person interviews. The station made over 800 calls in one year to many groups, including those serving the disabled and cultural minorities, to help promote their fundraising and other events.

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.

We have tried to mitigate this with a couple of initiatives such as our Prairie Equity scholarship, which provides financial assistance to diverse people looking to enter broadcast schools, and our Women in Media Luncheon, which attempts to inspire future female broadcasters at a high-school level. We'll further discuss these initiatives 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 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 2019 report. We have continued most of initiatives identified last year and have added others in 2019.

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 2019.

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

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

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

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 JDBG posts its annual employment equity narrative report in our operations and discusses employment equity and diversity objectives with all our employees during annual Performance Appraisal reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce.

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

The Performance Appraisal form, which serves as the basis for annual manager/employee discussions on performance assessments, sets out the company’s commitment to “employment equity, increasing diversity and to removing barriers to designated groups.” The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving employment equity, improving diversity and removing any systemic barriers. It also ensures that employees are informed of initiatives 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.

In 2019 the JDBG Employment Equity Committee reviewed the status of the 3-year company Employment Equity plan. This required mid-term review allowed the company to review its progress on meeting the goals and objectives set out in 2017 in regards to Employment Equity.

Both the JPBG EE Committee and the Company's Management group have expressed general satisfaction with the EE plan and the progress of Employment Equity within the company.

In our mid-term review, we also discussed accommodations for people with disabilities and removing physical barriers, and our President instructed the General Managers of all 27 locations follow-up with him personally if physical barriers at a location were preventing the hiring of a disabled candidate, in which case the company might have to make changes to the location. It was reiterated that it is our responsibility to improve accessibility to our locations if needed to accommodate persons with disabilities that we have identified as a preferred candidate for a job.

In 2019 our company Employment Equity Committee reviewed the changes to Employment Equity Regulations that were sent from HRSDC Canada entitled "Proposed Amendments to the Employment Equity Regulations". Generally, the changes would improve and clarify data gathering, address the gender wage gap by increasing pay transparency and by changing the way employers report salary information and work to address issues related to employment barriers to ensure that designated group members achieve representation in the workforce that reflects their availability in the overall Canadian workforce. These amendments have now been passed and will be in effect in our company in 2020.

Every two years we have each of our employees at our 27 locations re-submit our company Self Identification Questionnaire. This gives each individual an opportunity to review their designation as a member of one of the four designated groups, as it may have changed since the last review or hire. We distributed the forms to employees in the fall of 2019.

In 2019 our Grande Prairie Division decided to promote their station's dedication to Employment Equity further by running PSA's on-air. During the Pre-Divisional Meeting in August it was then proposed as an excellent company-wide initiative and was approved for implementation across all 27 radio locations of JPBG. Our three television stations will also be considered, as well as whether a similar message can be delivered on our online news portals and station websites.

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 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 2019.

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 and, whenever possible, from the four designated groups. 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 2019 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 communicating job opportunities to these organizations can prompt young people and members of the designated groups to consider careers in broadcasting. It also educates them in the skills and knowledge it takes to be successful in our industry.

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 encourage these groups to advise students that these opportunities exist. As well, JPBG staff members are available to talk to students directly.

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

Members of the JPBG Employment Equity Committee members noted at our April 2019 meeting that this is often market specific. Difficulties were particularly noted in recruiting Aboriginal people. This was thought to be acute in many markets, and even in areas with large Aboriginal communities, such as Prince Albert/North Battleford in Saskatchewan. Our company just doesn't receive many applicants, despite our outreach and posting efforts. One of our committee members, from Prince George, B.C. noted that, in her market, Aboriginal media training resources concentrate on print, not broadcast.

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

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

We also continue to work with broadcast communication institutes such as BCIT, SAIT and NAIT 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 2019, during the hiring processes well over 1,200 people applied and over 340 were interviewed. 55 of those hired were part of designated groups.

To summarize, these are some of the key results of our company's recruitment in 2019 for vacant positions:

- Just under half of those who applied (47%) were women, while over half of those interviewed and eventually hired were women (49, or 50.5% of total hires).
- About 5% of those who applied self-identified as Aboriginal. This made up about 4% of interviews and of hires, or four individual hires.
- About 19% of applications came from members of Visible Minorities. This group made up about 9% of interviews and hires, for nine Visible Minority hires overall.
- And under 4% of applications came from people self-identifying as disabled. They made up under 5% of those interviewed and 3% (three people) of those hired

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 2019 of diversity in hiring and promotion at JPBG. Some examples from our different stations are listed below.

BRITISH COLUMBIA

One of our newly acquired stations in 2019 has a small staff and hired three new individuals this past year. The positions filled were Afternoon Drive Announcer, Summer Cruiser and Part-Time Operator. The latter position was filled by an individual with Spectrum Autism who has been a valuable addition to the station. He is now being trained as a remote host as he represents the station very well.

A major market station had a part time Promotions Assistant who identified as a visible minority quit in 2019. In finding a suitable candidate they were pleased to hire a new part time Promotions Assistant who identifies as a visible minority and who is aboriginal. The same division also hired three new Street Team members, one of whom is a Hispanic female.

A female member of a visible minority was promoted from Reception/Accounts Receivables to Promotions Director at a station in B.C.

Another division in B.C. continues to add and retain staff from the designated Employment Equity groups. In 2019 of the 17 new hires and promotions, 65% were from one or more of the designated groups.

In the Thompson-Okanagan region, our radio stations have hired a new remote operator who is Autistic. His mom, who's a single parent, reached out asked about her son being involved at our stations in some capacity. He is 18 years old, loves music and radio and is fascinated by it. The radio team first offered them a tour and then an opportunity to become a board operator when remotes became available. Staff gave him extra training so that he would feel comfortable. He is doing well at board opping and staff are enjoying having him on the team.

ALBERTA

A station in Alberta known for its diverse population currently employs an individual who has self-identified as Aboriginal. They also employ a full-time individual as well as a part-time individual who self-identify as members of visible minority groups.

A major market station in Alberta currently employs seven individuals who have self-identified as members of visible minority groups. This represents 18% of their total full-time staff. These key full-time employees include a writer, on-air hosts and an account executive. Of these seven people, four have self-identified as Aboriginal, representing 10% of their total full-time staff.

In a recent company-wide survey that included the 53 employees of a division in Alberta, 13 employees self-identified as disabled, including the following:

- A wheelchair-bound employee who has been with the station since August of 2014. A part-time member of our TV Master Control and Production team, he has been extending his skill set, and is now an important contributor to our operation.
- A management team that includes two diabetics and a person with Parkinson Disease and Crohn's Disease. The company has always been accommodating in trying to help these managers and to understand their needs.

The same station also has several employees who identify as members of visible minorities.

- The TV Promotion Manager, whose family history traces back to Haiti. He appears regularly on CHAT TV promoting upcoming community events.
- The Digital Sales Marketing Consultant is a valuable and productive member of their Digital team. She has also trained Marketing Consultants on their broadcasting side so that they are more familiar with the digital world.

SASKATCHEWAN

Our Saskatchewan stations hired 17 individuals in 2019 including 10 females. One of the females is a person with a disability.

MANITOBA

Of the six new hires in 2019, we are pleased to confirm that two were women, and one new on-air personality identifies as a visible minority.

As of December 31, 2019, our station group in Winnipeg employed 34 full and part-time employees. 15 of these employees are female and two self-identify as members of a visible minority.

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.

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 2019 there were no requests to exchange holidays.

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.

One of our Vancouver Island radio stations was approached by a member of their news team, who was also a member of a visible minority, who enquired about assistance with tuition for his plans to complete his Master of Arts in Professional Communications at Royal Roads University. As our company has a policy of encouraging and assisting employees who wish to upgrade and improve their education and job training, the division agreed to reimburse some of the tuition costs.

In November 2019 we sent two female engineers from the Interior of B.C. to travel to the Western Association of Broadcast Engineers Convention in Calgary. They were the youngest and two of the very few female engineers that attended. The opportunity to attend allowed them to gain valuable training and education and was an investment that we made in our valued employees. Engineering continues to be a department that is heavily dominated by males, and their supervisor has taken a concerted effort to mentor both women in their roles at our division and future careers in broadcasting.

We have several examples of promotions in 2019 of existing Jim Pattison Broadcast Group employees who have been able to take advantage of opportunities to continue growing their careers. We advertise all our job postings internally and encourage individuals to pursue job opportunities at other locations if it will assist their career plan and offer them further opportunities to diversify their skills and achieve their long-term goals. One example is a female employee from a newly acquired radio station in Alberta. She started in afternoons and was eventually promoted to Morning Show Host. After the station was purchased by the Jim Pattison Broadcast Group she gained employment soon after at a larger JPBG station in Alberta.

Another good example is female JPBG employee who joined a larger B.C. station from a smaller standalone station in the Interior. She first started her career as a volunteer as part of their events crew, then continued taking further opportunities within the station that led her to become a valued on-air announcer at the station. She relocated in 2019 to a larger city and we were pleased to employ her in a number of key roles until an on-air opportunity became available on middays.

In retaining our employees, there have been instances in 2019 where we have provided extra accommodation to our team members.

We have recently revamped our green room at one of our television stations in B.C. The new configuration of furniture in the green room allows for more space for people with mobility issues

to get around. There is more room behind and on the sides of the couches and chairs for wheelchair access, and for people using walkers, canes or other mobility aids. The green room now also offers snacks and refreshments to Midday guests. This helps people with chronic health conditions. Midday airs over the lunch hour, and providing food and water allows guests to keep their blood sugar at the proper levels. Midday hosts people with diabetes almost every month. Providing food is key to keeping their blood levels normal.

The same station also created a new set for guests in wheelchairs to enable them to sit in front of the green screen at the same level as the show host. The station also has the ability to accommodate these guests by moving their chairs from the Midday set over to the green screen, putting the guest and the host at eye level with one another and using a backdrop that looks much more contemporary, is pleasing to the eye and is more comfortable for anyone physically unable to ‘step up’ onto the usual Midday set.

At one of our divisions in Alberta eight members of their management team went through a two-day training course from the Mental Health Commission of Canada on “Mental Health First Aid”. The course took them through a five-step procedure to assess, listen, give reassurance and information, and direct the person to professional and other support. The course covered different areas, from substance-related disorders, to mood disorders, anxiety and trauma. While not intended to help them treat the problem, it did give their team a good grounding in what to do if approached by a team member in distress. The consensus from their team was that the course was valuable and highly informative, and they highly recommend it.

In 2019, at one of our large market stations in Alberta, conversations started about education regarding LGBTQ+ persons. Society is becoming more open and accepting of this group, their identities and their lifestyle. The station employs a non-binary part-time staff person and there was a suggestion to do some session/sensitivity training for staff about the new terms.

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 2019, it’s now not unusual to see 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”. Further reflecting the diversity of North American culture is a show such as “Tribal Trails” which is a Christian Ministry of First Nations believers.

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.

As mentioned in our opening comments, we are extremely proud of the long-standing 30-year relationship our Vancouver FM station CJJR-FM has provided by contract SCMO availability to RHIM JIM radio, a South Asian service. This relationship has strengthened our contact with the South Asian community in Greater Vancouver. That partnership provided experience and support to our SCMO partner Shushma Datt, the sole proprietor of IT Productions LTD., to pursue and obtain her own stand-alone 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 30 years ago.

We strive to promote diversity among the experts and commentators used for news stories, and ensure that they do not only comment on issues specific to their cultural backgrounds. As indicated, 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.

Another point of conversation that has come from our newsrooms in Saskatchewan in 2019 is whether there is a need to update their in-house style guide to better reflect the communities they cover and serve (ie. race, ability, religion, gender). The idea is to use more inclusive language. It may be a small publication change, but an important one and paramount to good reporting. This will be further explored in 2020.

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 2019.

We have referenced below some specific examples from our stations' news coverage in 2019.

BRITISH COLUMBIA

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

Though our Victoria stations are not news-intensive radio stations, they still covered a number of notable news stories in 2019:

A high-profile indigenous leader is intending to seek the 2019 NDP candidacy in the federal riding of Nanaimo-Ladysmith. Bob Chamberlin is the long-serving chief counsellor of a First Nation based on Gilford Island off northeastern Vancouver Island and is also serving his third, three-year term as vice president of the Union of B.C. Indian Chiefs. Nanaimo-Ladysmith is currently vacant after NDP MP Sheila Malcolmson ran successfully for the provincial NDP in the Nanaimo byelection.

A Vancouver Island woman who relies on a power chair for mobility said she was left stranded by handyDART Monday during a heavy snowfall. Caroline Lennox, a 51-year-old resident of Brentwood Bay, had travelled to the Victoria courthouse Monday afternoon for a divorce matter. Lennox said she had booked her return trip home, about 20 kilometres away, two weeks in advance. Monday saw much of Vancouver Island blanketed by snow, however, and B.C. Transit announced handyDART service would be used for essential trips only, such as critical medical appointments like dialysis.

A candlelight vigil is being held this afternoon in Victoria to honour the victims of the New Zealand mosque shootings. The crowd was diverse – Muslims, Sikhs, Christians, MLAs, city councillors, scholars, New Zealand ex-pats – with all holding space for the feelings of confusion, anger, fear and injustice that arise in times of senseless tragedy. Two mosques in Christchurch, full of worshippers attending Friday prayers, were the site of mass shootings that killed 49 people and sent another 48 to hospital to be treated for gunshot wounds with injuries ranging from minor to critical.

An international conference begins in Victoria focused on supporting and advancing efforts to revitalize Indigenous languages. Organizers say the conference will bring attention to issues facing Indigenous languages around the world. It will also highlight successful strategies developed in this province and elsewhere that make it possible to reclaim Indigenous languages. More than one-thousand delegates from 20 countries are attending the three-day event and the United Nations has declared 2019 as the Year of Indigenous Languages, targeting the need to preserve, revitalize, promote and protect them.

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

Relevant News Stories from 2019:

Snuneymuxw First Nation announced plans to open a gas station and convenience store in Duke Point later this year, which the band anticipates will lead to future economic development. SFN councillor Erralyn Thomas said construction tenders are now being accepted to build the service station and small store on MacMillan Road near the Duke Point Highway. She said the service station, located on the edge of their rural Cedar land, is slated to be operational late this year. “It will provide jobs to our members so our household income can increase and the social-economic indicators bend in the trend of achieving prosperity.”

After months of work, sweat, nerves and anticipation, the Indigenous clothing design house Ay Lelum is ready for the runway at the Vancouver Fashion Show. Sisters Sophia Seward-Good and Aunalee Boyd-Good will show off their latest collection, called K'wuyucun, at the renowned fashion show on Friday, March 22. It tells the family story of the first grizzly bear through the clothes worn on the runway, the homemade music designed for the showcase and art from their father William Good and brother Joel Good.

Judge Alexander Wolf will be the new resident provincial court judge starting in July of this year, replacing Judge Ronald Webb. A member of the Kwakwakawak'w Nation of Gilford Island, Judge Wolf has extensive experience and interest in working with First Nations people within the justice system, and worked for many years with the Aboriginal Law Centre in Vancouver's downtown east side, and with marginalized people around the world. He said he specifically chose to come to Port Alberni and looks forward to working in the circuit courts in Ucluelet, Tofino and Ahousaht, and has already purchased a home here.

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

The Cranbrook newsroom continues to seek and publish stories to reflect the many diverse groups and cultures in the East Kootenay region.

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. The station also highlights issues supporting or affecting the region's seniors as well as those with disabilities or who face accessibility challenges.

They also aim to shed a light on any initiative which promotes gender equality and women who excel in sports.

Indigenous Stories – The newsroom continues to work very closely with the Ktunaxa Nation, a local Indigenous Nation which governs a number of small Indigenous communities. There were 22 significant stories dealing with First Nations groups in the region. The most noteworthy was likely the Ktunaxa's involvement in blocking a proposed ski resort from being developed in a sensitive ecosystem in the Columbia Valley. The developer for Jumbo Glacier Resort had been aiming to break ground on the project for years, but the project was quashed by the B.C. Supreme Court, largely due to intervention from the local indigenous nation as well as the former NDP Member of Parliament.

Also covered were some significant funding injections for local Indigenous communities. This includes a federal government-issued grant for the Aqam community north of Cranbrook to help retrofit homes and businesses to ensure they are energy efficient and equipped with green technology.

The most appealing First Nations story dealt with a national issue. After Don Cherry made his comments about Remembrance Day which led to him being let go by Sportsnet, his former Coaches Corner co-host Ron MacLean issued an apology. During his apology he quoted Ktunaxa Nation Council chair Kathryn Teneese. We were able to catch up with Kathryn to localize the story, which stemmed from a conversation she had with MacLean more than two years ago!

Women – Initiatives to promote equality for woman, as well as some of the amazing feats from female athletes were large news-makers this year. The East Kootenay was well-represented at the Canada Winter Games where local hockey player Rachel Teslak was able to help lead Team BC to a bronze medal. In curling, a young female-led rink was able to make an impact at the youth National Championships. In other athletic stories, Fernie-raised skier Emily Brydon entered the BC Sports Hall of Fame, while Cranbrook rower Katie Clark competed at the World Championships in Florida. Coverage of the local college's women's volleyball team also continued. A number of events and initiatives allowed us to publish stories on gender equality, including a strong uptake of female trades students at College of the Rockies, a conference which was held in Fernie to discuss their experiences in the community, funding to help with support groups for women and much more. There were ten noteworthy stories covering these topics.

Seniors – The East Kootenay region has a large senior and retiree population, and naturally this gave our stations plenty to talk about on the news. Heading into the federal election campaign, seniors were at the front and centre of our then-NDP MP's focus, seeking cost of living reliefs and better affordability for medication and housing. Towards the end of the year, nearly 300 new housing units opened up for senior living and more are scheduled to open in 2020. There was also a local women's hockey team that earned a gold medal finish at the 55+ BC Games in Kelowna (Cranbrook and Kimberley hosted the event in 2018). There were only three stories under this topic, but seniors are a main focus for many of our stories as many of our interview sources are senior citizens.

Disability/Accessibility – Efforts were made in Kimberley and Fernie throughout the year to make it easier for those with accessibility challenges to enter and exit downtown businesses. This includes efforts from a group in Fernie to add portable wheelchair ramps to all downtown businesses. Fernie was also the host city for the Canadian Adaptive Network's Annual General Meeting where accessibility was a main topic. We also had a disabled athlete make waves on the international stage once again. Trystan Chernove is a competitive cyclist who has claimed medal finishes at the Paralympic Games and in World Championship events. Chernove was able to add to his trophy case this year, earning a gold medal at the Track World Championships in March. There were nine stories under these categories.

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

For all of Pride month, our news department in Kamloops decided to change their profile to a CFJC-TV logo representative of the pride colours to show their support.

Through the quarter, the CFJC newsroom produced a pair of news specials. “Facing Hunger” highlighted the innovative work of the Kamloops Food Bank which helps to feed the disadvantaged in our community. The other special examined the funding challenges facing social agencies in Kamloops. “Struggle for Survival” looked at nearly a dozen local agencies including the Canadian Mental Health Association, The Mustard Seed, the Kamloops Brain Injury Association, and the Salvation Army. Many of the groups highlighted in these specials, having added the documentaries to their websites to help to tell their story.

Former Tk’emlups Chief Shane Gottfriedson appeared on our “Balance of Power” program to discuss an Indigenous effort to acquire a majority stake in the Trans Mountain pipeline.

ALBERTA

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

In 2019, here are a few of the stories our Lethbridge newsroom reported on:

Alberta Health Services has launched a three-year research project designed to help Indigenous people better navigate the health system in order to improve patient outcomes and address health inequities. Katherine Chubbs, Chief Officer for the South Zone says no one can speak to the challenges faced by Alberta’s Indigenous peoples better than they can. One big part of the project they’re focusing on is the navigation piece of the healthcare journey and understandings where gaps are.

The 19th annual International Peace Pow-Wow and Festival took place in late February at the ENMAX Centre in Lethbridge. The event was presented by the Blackfoot Canadian Cultural Society and celebrated Indigenous culture. There was music, a pageant and a dance to honour the University of Lethbridge’s Chancellor, Charles Weaslehead. A Blackfoot Elder presented Alberta Premier Rachel Notley with a Blackfoot name and a special gift.

The Blood Tribe Chief and Council have announced the successful ratification of a settlement offer from the Canadian government, in an outstanding claim that goes back more than 100-years. The claim alleged mismanagement of Blood Tribe assets by the Canadian government, which resulted in the loss of the Blood Tribe cattle industry in the late 1800’s. In March, Blood Tribe members voted and approved the \$150-Million Settlement Agreement, as compensation for the losses the Blood Tribe suffered. 3015 eligible voters cast their votes, with just 49 voting against the deal.

Western Economic Diversification Canada is providing two grants to the University of Lethbridge and Piikani First Nation. The first grant is worth over 1.1 million dollars and will go towards the purchase of a new 3-D data collection sensor. The tech will allow learners to get high-accuracy 3-D images in usually inaccessible terrain like forest canopies and underwater. The second grant will go towards the U of L and Piikani First Nation’s Community Based Environmental Monitoring project. That second grant is worth over 430-thousand dollars.

National Indigenous Peoples Week kick-off was held at the Galt Museum in June. Blackfoot Cultural Interpreter at the Museum, Blanche Bruisedhead, said the week is a way to raise awareness. She said the activities planned will teach residents and visitors about the impact Indigenous peoples have had on the Southern Alberta Region.

Fritz Hengerer is one of eight residents who get to enjoy regular rides on a new tandem duet bicycle in our region. It looks like a wheelchair on the front, but the regular front half of a city cruising bike on the back and costs about \$15,000. Sandy Flak, Recreation Therapist, says the project was made possible because of donations from the Royal Canadian Poppy Fund; General Stewart Branch and the Royal Bank Foundation. The Centre's Resident and Family Council also donated another \$2,500. The bike helps those with disabilities and mobility issues get out.

A teen from Lethbridge who was born a right-hand amputee is spreading a message of positivity. 18-year-old Shelby Smith is a PLAY-SAFE Ambassador with the War Amps and also a competitive archer and wants amputees to know they can do anything they set their minds to.

The Bow On Tong and Wing Wah Chong buildings in Lethbridge's Chinatown are now designated as historic sites. Both facilities are at least a century old and protections from the province ensure that they will never be torn down without the consent of the Leong family, which used the buildings to help Chinese immigrants adapt to their new lives in Lethbridge. Albert Leong hopes to be able to secure funding to restore the buildings.

Lethbridge College looks to increase diversity and inclusion on its campuses. They're taking part in the Dimensions pilot project, which will then set up an internal self-assessment committee to look into what what is currently being done and what areas need improvement. President and CEO Dr. Paula Burns says everyone deserves equal access to education and research opportunities, which is why they're thrilled to be involved in this. The assessment will take place over the course of the next two years.

The Blackfoot word Oki is now part of the City of Lethbridge's official greeting. It means "greetings" or "welcome", and was chosen because it's easy to say, has positive connotations, and could help to spark new connections and understanding. Mayor Chris Spearman said he's proud that council voted unanimously to adopt this, adding that the community has been very positive on this. The vote happened on the second day of Reconciliation Week in Lethbridge.

A family in Lethbridge has been honoured for protecting Jewish refugees during World War Two in the Netherlands. Hannah Steynen accepted the award at the World Holocaust Remembrance Centre in Jerusalem this week, on behalf of her parents Bart Rijpstra and Wytske Keverskamp. They hid 17 Jewish refugees in their home as they sought shelter from the Nazi regime. All of the refugees lived long lives after the war. The family moved to Lethbridge in 1968. Steynen's parents both passed away in the 1980's

November 8th marked National Aboriginal Veterans Day. It first started in Winnipeg in 1994 before spreading across the country. The Day is a way to recognize the many contributions of Indigenous veterans in Canada's wartime efforts. There is a bronze monument dedicated to the Aboriginal community in Ottawa, down the street from the National War Memorial.

Summary: In 2019, the News Department completed over 1,644 local stories and just over 113 dealt with diversity.

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

Both stations in Edmonton played Emma Stevens - Blackbird by The Beatles sung in Mi'kmaq a few times the week it was released. On CKNO-FM the mid-day host often plays A Tribe Called

Red during his takeovers. A Tribe Called Red is a Canadian electronic music group who blend instrumental hip hop, reggae dance music with elements of First Nations music.

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

Our radio stations in Medicine Hat continue to play the music of Visible Minority and Aboriginal artists like Rihanna, Beyoncé, Kane Brown, Charley Pride, Tebey, Crystal Shawanda, John Legend and Drake.

Our stations covered many news stories on CHAT-TV throughout 2019 that reflected the Cultural Diversity of our community. A few examples of stories that got extensive coverage.

- Angelman Syndrome Awareness Day - February
- Schools and Mental Health - February
- Butterfly Homes - May - Breaking down barriers for those suffering from dementia in a new care home
- Wheelchair Warren-July - A man confined to a wheelchair is cycling from Calgary to Mexico to prove you can do anything you want to
- MHC Support Space - September - A story that focused on a special support space for international students at the Medicine Hat College
- Immigration Families October - A story that focused on a family who moved here from Syria and how they are adjusting to a new life in Canada
- Miywasin Friendship Centre performed traditional powwow as part of Red Dress Project - February
- Coverage of Pink Shirt day at Monsignor McCoy High School - March
- Coverage of the Women's Shelter Bread and Roses Gala - April
- Coverage of the end of a program at McMann Family Services that offered resources to LGBTQ Youth and their families

SASKATCHEWAN

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

The newsrooms in Saskatchewan are active throughout the year on reporting on their diverse population. They are proud of the diverse stories they were able to tell, thanks to events like National Indigenous People's Day and World Refugee Day celebrations in Prince Albert.

Some of the stories reported on in 2019 included:

Women (in non-traditional roles): A group of women hopped on their motorcycles for a cross-Canada tour to promote women in the industry.

Aboriginal People: National Indigenous People's Day celebrations took place.

People with Disabilities: The Alfred Jenkins Fieldhouse is now home to a unique playground for children with physical and intellectual disabilities.

Visible Minorities: A new program being offered by Parks Canada allows new Canadians to experience camping for the first time.

MELFORT, SASKATCHEWAN (CKJH AND CJVR-FM)

Since joining our company in 2019, the Melfort Division has made a concerted effort to improve their overall news coverage and events in regard to the four designated groups. In 2020 they will continue to work towards greater achievements in all areas, especially the more difficult area being Visible Minorities.

Their reporting included:

Women (in non-traditional roles): Amanda Perrot from St. Brieux writes a book based on Saskatchewan Sisterhood summer road trip.

Aboriginal People: Teacher and students from Cumberland House get a children's book published.

People with Disabilities: Melfort Special Olympics wraps up the year and prepares for a busy 2020.

Visible Minorities: North West College helps newcomers get a head start with free English classes.

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

In June the team in North Battleford began promoting National Indigenous People's Day and Urban Treaty Day. Urban Treaty Day featured a terrific mini Pow Wow, land-based learning, food and Treaty Annuity Payments. The staff's presence helped promote that this event was for all people and not just the First Nations community.

The stations were very involved with a historic signing of a new Community Framework Agreement that included participation from the town, the city and five of the local First Nations communities. One of their announcers was also the MC of the event on behalf of the stations. Their online news portal was the exclusive media outlet granted access to the signing on Indigenous People's Day.

MEADOW LAKE, SASKATCHEWAN (CJNS-FM)

CJNS-FM in Meadow Lake started an initiative in 2019 to promote women in country music. Every day at 1:00 PM they program one hour of female artists.

MANITOBA

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

Some of our on-air musical representation of artists who represent as visible minorities were the following in Winnipeg in 2019.

94-3 The Drive

- Robbie Robertson
- Lenny Kravitz
- Jimi Hendrix

QX104

- Don Amero
- Jimmie Allen
- Kane Brown
- Tebey
- Mitchell Tenpenny

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 are some examples of the positive relationships our employees have formed in 2019 through mentorship opportunities:

One of our executive managers at a large market station in Alberta is mentoring five women within the company on a weekly basis. Each week the manager will pick a focus for the individual to work on with a follow up after the task is completed. There is also discussion on leadership concepts with the primary focus being on what type of leader they want to be and how they can get there. This leader also mentors 10 woman and four men outside the company, two of whom are visible minorities.

One of our smallest of stations constantly mentors their employees, many just starting their broadcast careers. They currently have three on-air employees that have been identified as having strong potential within the JPBG. The Station Manager gives all three individuals daily input or comments on their development of local information. Another employee does air checks and gives daily feedback to the three on-air staff. In time, the station feels all three could work at larger markets within JPBG. In News, their female reporter is also monitored by a News Director at a

larger market. She has advanced to the point where she voices newscasts for another small market radio station in Alberta.

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, a female student from Assiniboine Community College in Brandon, Manitoba and another female student from Southern Alberta Institute of Technology in Calgary, Alberta were the 2019 recipients of the scholarships. One of the recipients is a second-year student in the Interactive Media Arts Program at Assiniboine Community College and is also of first nations descent. She also has been an instructor at a camp for Indigenous youth media, as well as a Cultural Peer Mentor helping Indigenous students at Assiniboine with information and support. This ties in with her desire to create a path for future Indigenous students in the broadcast industry. The other recipient is a second-year student in the Radio and TV Program at SAIT who has a passion for audio production, having already completed a Digital Audio Certificate program. She also has a long volunteer resume which also included facilitating a radio class at a conference this spring, helping grade nine girls explore career choices. 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, Whitecourt, Prince Albert, North Battleford, Meadow Lake and Winnipeg. There were 12 entries received for the 2019 awards.

The emphasis on diversity has had a positive effect on our organization. Our Equity scholarship winner from 2017 (female) was a team member at our Medicine Hat operation, and the winner from 2018 (female, visible minority) worked in our Prince George newsroom. Other scholarship winners have gone on to successful careers with other employers in our industry or, in some cases in other related industries.

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.

Many of our divisions make regular high school visits, host station tours, and attend job fairs. Our company provides a Job Fair video and a Careers in Broadcasting Booklet that promotes our industry generally, but specifically to potential team members in designated groups.

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 Zone has a female/visible minority volunteering at the station. She is interested in a radio career and is learning how to operate the board, and announce.

A BCIT intern was with the Victoria radio stations for four weeks in the spring. She was primarily a sports reporter at Royals WHL games, but also worked in their News, Production and Sales departments.

Senior Program Director John Shields met Ron Bartlett of CFNR Terrace, Northern Native Broadcasting, at the BCAB Conference. There was discussion about the challenges of hiring Indigenous staff. We are going to pursue an outreach to the First Nations Friendship Centres for potential “Zone Announcer School” participants.

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

Our Prince George station hosted their first ever Diversity in Media event at the station. The idea was to attract grade 11 and 12 students who identify as one of the four Employment Equity groups. They were invited to a seminar about Radio, Television and Digital career opportunities. Staff members from every department in the building explained their jobs and the education required. The students then went on a full station tour. After the tour these students narrowed down their preferences. In the weeks following each student that identified one or two areas of interest had full day, one-on-one sessions with our staff.

The Television Production Manager was on the organizing committee of Inspiring Women Among Us in 2019. She was 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, IWAW events are designed to be inclusive of all minorities, whether based on gender, sexuality, race or religion.

In June 2019 the station hosted the Marketing 12 class from a local high school. This has become a regular occurrence during each semester over the last few years. The students receive a tour and then a Q&A with members of the News and Sales team.

Employee Satinder Klair 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. Satinder is now on the JPBG Employment Equity team.

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

The Kamloops News Director, Dave Barry is a member of the BCIT Journalism Course Advisory Committee. The committee meets twice a year to critique the courses that make up the Journalism program. Members of the committee also mentor students, included those in the four designated groups in the course, providing advice on their day to day assignments as well as their long-term plans.

A student joined the Kamloops newsroom in mid-April 2019 producing news and sports stories as part of his final requirement for his Broadcast Journalism course at BCIT.

ALBERTA

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

Grande Prairie is undertaking an Indigenous Initiative with a Peace Wapiti School Counsellor. They will be working to provide Indigenous students and others qualifying for Employment Equity opportunities to intern, job shadow or gain work experience in their division.

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

A local autistic high school student from Mayerthorpe, Alberta, comes to the Edmonton station twice weekly to learn and watch how radio works. He provides information about a different artist who he has researched. The team in Edmonton then give him a few minutes on the air to talk about what he has gathered about the artist. He is mentored by the General Manager and Program Director who proofread and approve his 'artist of the week' before we put him on the air. He has been with us since January 2019. He will be concluding his time with us shortly when his school semester ends in December.

We have two high school students from Whitecourt who occasionally come in and volunteer. Their main duties are to operate the audio board in master control for the broadcast of the local hockey games and to operate when our announcers are on remote.

DRAYTON VALLEY, ALBERTA (CIBW-FM)

In April 2019 a current NAIT student and Drayton Valley resident began coming in for some job shadowing with their afternoon announcer. She came in sporadically during the summer months.

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

Over the summer, the TV station hosted an intern, a recent immigrant from El Salvador, who is interested in the television industry.

SASKATCHEWAN

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

The Prince Albert team had the opportunity to mentor a young woman from a local high school who was interested in a journalism career. She spent time in each of their departments learning

MANITOBA

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

In 2019, two individuals spent time at QX104 and 94-3 The Drive every week as part of the SCE Lifeworks Program, an organization established to ensure children with intellectual disabilities have opportunities to participate in a mainstream life, including the workplace.

On April 14, 2019, a female employee, who identifies as a visible minority, participated in a panel of simulated career interviews with students at St. Mary's Academy, an all-girls high school. Panel Interviews are an authentic chance for Grades 11 and 12 students to develop career readiness skills,

practice professional interview skills and gain mentorship. Students prepare in advance and present their resume, letter of reference, a piece that exhibits growth mindset and a small body of work that documents skills and experiences. Panelists provide feedback and mentorship aimed at helping the student in their post-secondary and/or career endeavours.

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 2019 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 2019, the Broadcast Group donated \$23.5 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Red Deer Native Friendship Society, Basics for Babies, Salvation Army Christmas Kettles, Prostate Cancer Fight Foundation, Ronald McDonald House or Canadian Blood Services, the group's radio and television stations were in the forefront of numerous charity initiatives and events, working together for the betterment of their communities.

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 2019, which are set out below.

BRITISH COLUMBIA

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

The Victoria Division is pleased to outreach and reflect the diversity of its community. These are some examples of causes and endeavours in 2019:

International Women's Day Programming, March 2019: In celebration of International Women's Day on March 8, 2019, The Zone promoted a programming initiative with Jenny West featuring acoustic performances and interviews with local female artists throughout the entire week.

The Zone produced custom imaging for National Indigenous Peoples Day, plus their Mixtape feature at 5pm included many Indigenous artists.

The Q and The Zone promoted Indigifest in August. It's a family-friendly event that featured Indigenous musicians from across B.C. performing on two outdoor stages along with interactive workshops that provided attendees with the opportunity to create art and music with local artists.

Additional events taking place during the festival included an Indigenous marketplace of vendors selling unique handcrafted goods, food trucks and a children's area offering art projects and traditional games.

The evening main stage featured Snotty Nose Rez Kids, a Haisla hip-hop duo from Kitimat, who have been nominated for the 2019 Polaris Prize. Snotty Nose Rez Kids attended last year's FPCC Music Retreat along with the other musicians who performed at Indigifest.

20th Annual Ska & Reggae Festival, June 19 - 23: The Zone again proudly supported one of the major ska and reggae events in North America, welcoming the global music community into the heart of Downtown Victoria, with an aim of making music as accessible as possible to everyone.

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

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

Some events covered in 2019 include:

- Rugby Sevens World Tournament - bringing together teams from many different ethnic and cultural backgrounds. Both stations contributed considerable 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 seven years.

- 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 five years.

- 102.7 THE PEAK has partnered with the Vancouver Folk Music Festival for many years to help showcase a wide variety of international and multicultural performers to our listeners. In 2019 JR Country also came on board to support the festival.

- Both 102.7 THE PEAK and 93.7 JR Country were major media sponsors for Khatsahlano festival. The name of this festival pays tribute to the First Nations that inhabited the area for over three thousand years.

- 102.7 THE PEAK sponsored the Richmond World Festival - Richmond's major multicultural festival.

- 102.7 THE PEAK was once again a media partner for the Vancouver Pride Society who hosts the annual Vancouver Pride Parade - celebration/protest for the LGBTQ2+ community, as well as the Glitter Ball, Eastside Pride, Sunset Beach festival and Pride Picnic in the Park. 102.7 THE PEAK is proud to partner with VPS year after year. Like Vancouver Pride Society, 102.7 THE PEAK strives for inclusiveness and wants to spread the word that our station values diversity.

- Both Michelle Obama and Oprah had events in Vancouver in 2019 and 102.7 THE PEAK and 93.7 JR Country felt it was important to support these two strong black female representatives.

The Vancouver stations supported the shows with on-air and social media exposure.

- 102.7 THE PEAK was the exclusive radio sponsor of the 2019 Dragon Boat Festival in Vancouver, North America's flagship event. Dragon boat comes from an ancient Chinese tradition that is equal parts racing and culture. We were proud to support the festival in helping to continue the links between culture and sport by showcasing culture, both ancient and modern, sport racing, and community engagement. We promoted the event, sponsored the main stage and supplied our morning show hosts to emcee.

- 93.7 JR Country supported Shen Yun through contesting and event awareness. Shen Yun is a premier classical Chinese dance company.

The Vancouver Division's Creative Department created a fundraiser PSA for the Greater Heights Learning Academy in Coquitlam. This is a school for children with both physical and mental challenges. The intent of the fundraiser is to keep school costs down so that lower income families are more financially able to access the benefits of this school.

They also created a PSA for Public Salon, which is a series of lectures from diverse speakers that include the indigenous community, artists, health care professionals and visible minorities. Public Salons are events that take place three times a year in Vancouver.

CHILLIWACK, BRITISH COLUMBIA (CHWK-FM)

CHWK-FM has deepened their relationship with the Chilliwack Society for Community Living. The station's Program Director continues his membership on the volunteer board. This has led once again to a strong relationship around events such as the Community Living Fall event where he acts as MC while also representing the board. CHWK-FM has also partnered up with the Old Timers Hockey challenge for the third year in a row as CSCL will welcome the Toronto Maple Leafs in early 2020.

CHWK-FM's relationship with Sto:lo Nation continues to grow. Cultural diversity has been reflected with a focus on Orange Shirt and Pink Shirt day in 2019. During this time, CHWK-FM promoted the sale of orange and pink shirts with a logo design created in Chilliwack. The Artist was invited in to be interviewed on the morning show.

Chief David Jimmie of the Ts'elxwéyeqw tribe (phonetically pronounced Chill-kway-uck) has been a guest on their morning show several times through 2019. Chief David is a talented and likable individual who has such a strong ability to offer perspective on diversity and reconciliation.

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

Our stations in Northern B.C. were major sponsors 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 they promoted the event through their Radio, Television and Digital formats. Their FunChaser and Prize team participated all day by handing out swag. The team also supplied the Master of Ceremonies through the live cultural event stage and ran live reports and social media posts throughout the day.

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

Our television station in Kamloops received a request in March from an Indigenous film production company who was producing a documentary with the Ashcroft Indian Band on the Elephant Hill Fire. Their documentary shared the story of the community's experience with the fire, how they are rebuilding and how they are staying positive and looking into the future. They wanted to licence media in CFJC-TV's media archives of the fire and the community. In the past the newsroom has been happy to dub over footage of historic events such as this for worthy causes, so they agreed to do this for the Ashcroft Indian band.

The radio stations did some live mentions at no charge for the First Nations Forestry Council Career Fair which took place in late February in Kamloops. This was to help promote indigenous forestry careers.

ALBERTA

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

Our CHAT Morning Team of Jim and Jessie received a big thank you from one of the organizers of "Raising the Curtain: A Celebration of Diversity & Inclusion", which took place in March. In part, City Community Outreach worker Ashley Howes said...

"I truly love Raising the Curtain and I believe in the message that it shares with the community. However, none of that work would be possible without true champions of the community like yourselves. I listen to you every day and each day you have someone new on promoting and talking about what's going on in our little corner of the world!"

JDBG Medicine Hat was proud in 2019 to support the bid of a local group to host the 2022 Special Olympics Canada Summer Games. The bid was successful, and they have now put forward a proposal to be a major media sponsor of the event. This follows their sponsorship of the 2017 Alberta Special Olympics Summer Games.

The team in Medicine Hat regularly provide free or low-cost promotion or sponsorship for events by groups representing the culturally diverse community. These include groups representing persons with disabilities (Parkinson's Step and Stride, for instance), groups such as the United Way, who fund a number of other groups, and groups representing specific minority groups (such as the Miywasin Society).

Staff hosted a tour of the JDBG Medicine Hat studios from the Saamis Immigration and Multicultural Services Society. As in many Canadian cities, Medicine Hat has been a refuge for families fleeing Syria, Sudan and other troubled areas. Young people who are recent immigrants from these areas were part of the tour.

During the annual CHAT 94.5 FM Food Drive in November, the Medicine Hat stations hired members of the REDI group (developmentally disabled adults), to help.

In 2019, the stations in Medicine Hat continued developing their award-winning "Different is Good" campaigns on radio and TV. They worked on commercials featuring immigrants from

China and Germany; celebrating what individuals of different heritage bring to the local community.

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

In the Spring of 2019 both Calgary stations ran 21 PSAs each for the Centre for Newcomers to promote their annual fundraiser for celebrating diversity. The Centre for Newcomers helps address the needs of immigrants and refugees trying to make a successful transition to their new home in Calgary. Not only do they work with adults to find jobs and training, but they also work with newcomer youth. They also provide English language, English reading and English writing training services.

In May of 2019 both stations ran 21 PSAs each to promote Serbian Fest. This event featured a broad multicultural program showcasing Serbian food, cultural exhibits, sports competitions and cultural dancing.

ReggaeFest purchased advertising for their June 8, 2019 festival on both our Calgary stations. We also provided 21 additional PSAs on each station promoting this event. ReggaeFest helps to make Calgary a more progressive, culturally rich city and the event is all about celebrating music, food and fun.

Aboriginal People's Television Network purchased a remote June 22, 2019 on CKWD-FM for Indigenous Day. Our station provided an additional 20 spots at no charge to help promote the event. Indigenous Day celebrates the heritage, diverse cultures and outstanding achievements of First Nations, Inuit and Metis.

In August 2019 both Calgary stations ran 21 PSAs each for Carifest in order to promote this event. Carifest is all about educating the community about Caribbean culture and has grown over the years to become one of the city's largest festivals. More than 20,000 people attended the event.

Today Radio (CKCE-FM) hosted and promoted a pride parade brunch on September 1st at Local 522. Listeners were invited to watch and celebrate the Pride Parade as it went by.

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

From May 27 - June 7, 2019 La Connexional's Anniversary Afrika BBQ was promoted on our Edmonton stations website listings and PSA's ran promoting the event. La Connexional is a cultural collective that strives to showcase the talents and contributions of the African, Caribbean, and Latinx communities in Canada through a variety of mediums, while focusing on building capacity within these communities.

The CNIB Night Steps Fundraising Walk was promoted on CIUP-FM by on-air produced promotions. CIUP-FM also provided web support on the station website. This event is in support of the blind in the local community and the programs and services that go into making the city a more inclusive place to live.

The Dreamcatcher Indigenous Youth Conference was promoted on the station's website listings from September 29 to October 19, 2019. The idea that dream catchers accept the good and ward

off the bad in the lives of youth has shaped the Dreamcatcher Indigenous Youth Conference. The message for this conference is one of self-empowerment - Dream, Learn, Achieve.

CIUP-FM provided web support and ran on-air produced promotions for the Rock for Dimes event in October. This event centered around sharing music from, to and by children with disabilities in our community.

The annual Autism Gala in October was also provided web support and on-air produced promotions on CIUP-FM. The exclusive event centres around raising awareness and funds to help children and families affected by autism in our community.

SASKATCHEWAN

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

MEADOW LAKE, SASKATCHEWAN (CJNS-FM)

The programming team at Q98 in North Battleford went out into the community to attend a First Nations Traditional Community Feast. None of the announcers are of First Nations background so this was a new experience for all of them. It was a terrific opportunity to highlight and promote First Nations' events in their community and relate to them from a personal standpoint.

Our stations in North Battleford and Meadow Lake were very involved with the historic signing of a new Community Framework Agreement that included participation from the Town, the City, and five of the local First Nation Communities. One of the station's female announcers MC'd this event and battlefordsNOW was the exclusive media outlet granted access.

MANITOBA

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

Both QX104 and 94-3 The Drive take into consideration the importance of cultural diversity when planning their participation in community events.

Some events covered in 2019 include:

Cruising Down the Crescent for The Children's Rehabilitation Foundation. Our Winnipeg stations provided over \$23,000 in promotional on-air support with their street team on site and hosting by both morning shows.

Manitoba Riding for the Disabled. QX104 and 94-3 The Drive provides \$4,600 in promotional support and the event was hosted by a QX104 announcer.

Manitoba Swimmigly Gala and Golf Tournament. The stations provided over \$45,000 in promotional on-air support, and both events were hosted by QX104 announcers.

Market Builder Residency for Indigenous Artists and Industry Program. QX104 and 94-3 The Drive provided over \$15,000 in on-air promotional support to help raise awareness of this Initiative led by Manitoba Music and the Canada Council for the Arts. The project provides up to 10 artists and mid-career industry professionals in the music industry with a week of networking and development opportunities. Run through Manitoba Music's Indigenous Music Development Program (IMDP), the initiative was launched in 2004 to help First Nation, Metis, and Inuit people develop sustainable careers in the music industry.

94-3 The Drive Rock the House Charity Bonspiel. 94-3 The Drive's Annual Charity Bonspiel raised just under \$17,000 with all proceeds going to Children's Rehabilitation Foundation. CRF is a Manitoba charity dedicated to helping children and youth with disabilities live as independently as possible. 94-3 The Drive provided over \$30,000 in promotional on-air support.

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.

ACC and SAIT Students Win Equity Scholarships

Students at Assiniboine Community College in Brandon, Manitoba and the Southern Alberta Institute of Technology in Calgary, Alberta are the 2019 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarships.

Desiree Brightnose is a second year student in the Interactive Media Arts Program at Assiniboine. During her first year, Desiree developed a love for broadcasting that motivated her to volunteer for campus and community stations, work for local commercial radio stations and develop her own podcast.

A member of Manitoba's Chemawawin Cree Nation, Desiree has also been an instructor at a camp for Indigenous youth media, as well as a Cultural Peer Mentor helping Indigenous students at Assiniboine with information and support. This ties in with her desire to create a path for future Indigenous students in the broadcast industry.

“Our communities hold so much talent”, says Desiree, “even though a lack of acknowledgment and resources contribute to underrepresentation in the world of broadcast.”

The faculty at Assiniboine Community College think Desiree Brightnose has what it takes to succeed, noting her academic and personal strength, her great leadership skills and her willingness to provide support and assistance to her fellow students.



JDBG Winnipeg GM Mark Patric (left) congratulates Desiree Brightnose on her scholarship win.



Jonathan Best from JDBG Calgary (left) presents Shelby Emro with her scholarship cheque.

Our second winner is Shelby Emro, a second year radio student in the RTBN program at SAIT in Calgary. Shelby got hooked on radio during a visit to SAIT, and has developed a passion for audio production, having already completed a Digital Audio Certificate program.

Shelby has a long volunteer resume, including the National Music Centre, Beakerhead (an art, science and engineering education festival), and Otafest (Calgary's premiere Japanese animation festival). Her favourite volunteering stint was facilitating a

radio class at a conference this spring, helping grade nine girls explore career choices.

“It warmed my heart to work with and be around these girls”, says Shelby, “...once they got to ‘experience’ radio with me, I could see a spark in their eyes ignite. I felt so proud.”

Her instructors say Shelby Emro is passionate about broadcasting, calling her dynamic, professional and mature, and adding that she is an all star student who is at the very top of her class.

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.

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

- 101.5 Today Radio, 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
- XM 105 FM, Whitecourt
- QX 104, Winnipeg
- 94-3 The Drive, Winnipeg
- Saskatchewan Country 900 CKBI, Prince Albert
- Beach Radio 750, Melfort
- 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
- CJVR FM, Melfort