



**Rogers Media Inc.  
2018 Diversity Report  
January 31, 2019**

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## Introduction

Rogers Media Inc. (Rogers Media) is pleased to submit our 2018 Diversity Report in compliance with the reporting requirements established by the Commission in Broadcasting Public Notices CRTC 2005-24, *Commission's response to the report of the Task Force for Cultural Diversity on Television*, and 2007-122, *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*.

## Who We Are

Rogers Media is Canada's premier combination of category-leading radio and television broadcasting, sports entertainment, publishing, and digital media properties.

Rogers Media proudly owns:

- Five multicultural television stations which form OMNI Television (CHNM-DT Vancouver, CJCO-DT Calgary, CJEO-DT Edmonton, CFMT-DT Toronto, and CJMT- DT Toronto);
- OMNI Regional, a new national, multilingual, multi-ethnic discretionary service with four regional feeds (OMNI East, OMNI Pacific, OMNI Prairies and ICI Quebec);
- City stations across Canada, including six conventional and one educational (CKVU-DT Vancouver, CKAL-DT Calgary, CKEM-DT Edmonton, CHMI-DT Winnipeg, CITY-DT Toronto, CJNT-DT Montreal, and SCSN-DT Saskatchewan);
- Seven discretionary (OLN, FX, FXX, Sportsnet, Sportsnet One, Sportsnet 360, and Sportsnet World);
- The Shopping Channel, Canada's only nationally televised shopping service;
- 55 radio stations across Canada;
- 4 consumer magazines; and
- The Toronto Blue Jays franchise and stadium (Rogers Centre) and a 37.5% investment share in Maple Leaf Sports & Entertainment.

## An Industry Leader Committed to Diversity

At Rogers Media, we encourage open communication and acceptance of diversity as an integral part of our corporate culture with a specific focus on Aboriginal peoples, members of visible minorities, persons with disabilities, and women. We are committed to respecting, celebrating, and encouraging the diversity of our employees to maximize morale and productivity. We are always striving to produce programming that accurately reflects the presence of the designated groups through fair and non-stereotypical portrayal of diversity. Finally, we recognize the importance of promoting community

involvement to better understand diversity in the communities we serve and reflect it in our radio and television programming.

## Corporate Accountability

At Rogers Media, leadership is not just about innovation in the marketplace, it is also about taking the lead in corporate governance. As a good business partner for our customers and shareholders, a good employer for our people, and a good neighbour in the communities we serve, we strive to remain at the forefront of responsible business practices.

We believe in creating an inclusive workplace where all of our employees feel accepted, supported, and engaged so they can bring their whole selves to work. We strive to embrace the unique talents of our diverse employees by fostering an inclusive culture to enable employees to reach their full potential in pursuit of high performance and business results.

## Embedded in Our Culture

Inclusion and diversity are embedded in our company values, from how we innovate to how we serve our customers. We continuously work to promote inclusiveness with awareness activities and educational programming that drive inclusive action to make us one of the best places to work in Canada, and are proud to report feelings of inclusion are on the rise for the fourth year in a row, meeting the benchmark goal of 82%. Our long-standing commitment to inclusion and diversity is reinforced in organizational strategies, policies, systems, and practices.

## Inclusion & Diversity Management

Rogers Communications Inc. (RCI) (the parent company of Rogers Media) has in place the Inclusion & Diversity Council led by the SVP Enterprise Marketing, and is comprised of a variety of leaders from across the business that oversee the development of our Inclusion & Diversity strategy and leads the direction of our efforts to foster an inclusive culture that embraces the benefits of our diversity. Our strategy includes six priority groups: Women in Leadership, Visible Minorities, Persons with Disabilities, Indigenous Peoples, Millennials, and LGBTQ+. Teams of employees representing these groups, and their allies, come together as Employee Resources Groups (ERGs) to operationalize the activation of educational events, skill-building opportunities, and community sponsorships to enable the attraction, development, and engagement of these unique groups. With the support of the Inclusion & Diversity Team, the Inclusion & Diversity Council and ERGs have access to expertise and financial resources to drive

initiatives aligned to our strategic pillar of “developing our people and a high performing culture”. Action plans for our priority groups are updated on an annual basis while the strategic plan is reviewed and updated every three years.

As a multicultural broadcaster, diversity plays an intrinsic role in OMNI Television’s (OMNI) programming. OMNI employs Community Liaison Officers (CLOs) in each of its regions of British Columbia, Alberta, and Ontario. The CLOs play a key role in monitoring diversity initiatives for OMNI. There are monthly meetings where the OMNI senior management team and CLOs provide updates of their respective diversity initiatives and community updates.

In addition to their responsibilities within the company, all management and staff are encouraged to become involved in inclusion & diversity initiatives whether within our organization or within our industry at large and the communities we serve.

### **Accommodation**

We accommodate our workforce by consulting with employees on their individual needs. We offer a number of amenities for those who require accommodation, including family care rooms for nursing mothers, computer software systems to assist visually impaired employees, faith rooms to allow for private observance, and a host of ergonomic work solutions.

### **Human Rights**

Everyone at Rogers must respect, and is entitled to enjoy, all rights enshrined in Canadian and global human rights standards. We abide by the *Canadian Human Rights Act*, but we have also created our own policies and programs to promote and safeguard human and workplace rights throughout our operations, including the right to exercise freedom of association and collective bargaining.

As the foundation of our commitment, the Rogers Business Code of Conduct Guidelines clearly articulate that we will not tolerate discriminatory acts or practices by any of our employees on the grounds of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or pardoned conviction.

Our commitment to human and workplace rights extends to our supply chain. All of our suppliers are responsible for respecting and protecting human rights as a condition of doing business with us.

## Recognized and Awarded

On March 1, 2018, Rogers was recognized as one of *Canada's Best Diversity Employers 2018*, marking the sixth year Rogers received this designation based on our inclusive programs for women, visible minorities, persons with disabilities, Indigenous Peoples, and members of the lesbian, gay, bisexual, trans, queer and more (LGBTQ+) communities. The editors of the competition highlighted the following initiatives by Rogers:

- Rogers maintains an internal accessibility working group to provide user feedback on the company's products and services and launched dedicated pricing for customers with accessibility needs, such as unlimited messaging for those who are deaf, hard of hearing or have speech impediments
- In addition to a sponsorship program for women senior leaders, Rogers expanded its Rogers Women's Network ERG in Ontario and Alberta, launching mentoring circles to match employees (regardless of gender) with peers and mentors at various levels to become a model for other ERGs, like Spectrum, to create dedicated mentoring circles for specific employee communities
- Rogers recently introduced a diversity scorecard to encourage executives to report and work towards targets within their teams, and to hold them accountable for meeting diversity goals

2018 marked the first year that Rogers was included in the Bloomberg Gender Equality Index, recognized as one of 230 companies globally that is actively advancing gender equality in its workforce, workplace, and marketplace. Benchmarking itself against best-in-class practices enables Rogers to develop solutions that effectively position the company to increase its opportunities to attract talent and capital in pursuit of equality.

The awards we have received for our corporate social responsibility initiatives are a testament to our passion for giving back. Above all, these awards recognize the individuality, initiative, and enthusiasm our people bring to the community and our environment. Here are just a few of the awards that we received in 2018 demonstrating our commitment to diversity:

- **Gala Dynastie Awards-Black History Month:** Catherine Verdon-Diamond from Breakfast Television was named the Anglophone Montreal broadcaster of the year at the *Gala Dynastie, Black History Month Excellence Awards*.

- **RTDNA Dave Rogers Award:** CityNews won the *National RTDNA Long Feature- Dave Rogers Award* for Avery Haine's *Two Kilometers to Terror: Life and Death Under ISIS*.
- **Intercultural Dialogue Institute GTA:** OMNI employee Jake Dheer received the *Excellence in Community Service award* in appreciation of his sustained commitment to serving diverse communities in the GTA.
- **Good Citizenship Medal:** OMNI reporter, Loveen Gill was awarded the *Good Citizenship Medal*, awarded by the Lieutenant Governor General of Ontario. The award was received for her contribution towards raising awareness on the importance of organ and tissue donation within the South Asian Community.
- **Pink Attitude's Ally Award:** OMNI employee Jake Dheer received this award which recognizes people who demonstrate strong community involvement in initiatives that support female growth in the workplace and education.

## Recruitment, Hiring, and Retention

Our people are at the heart of our success. Rogers is committed to shaping an inclusive culture that values diversity to achieve high performance in accordance with principles of equity, equality, and merit that guide how we recruit, hire, and retain employees. We work to ensure that equal opportunities exist for all employees in all aspects of employment while maintaining merit principle as the basis for all employment and promotion opportunities.

We believe diversity fuels ideas and our passion to innovate. The constant collaboration of ideas, perspectives, and outlooks from our diverse employees keeps us on our feet and one step ahead. As a company that provides services to many different communities in one of the world's most multicultural countries, we recognize the importance of building a workforce that reflects the profile of our customers and Canada's diversity. We believe it is important that our internal diversity reflects the diversity of our listeners, viewers and customer base by providing services such as multilingual call centres.

Please find below a snapshot of diversity statistics for our parent company Rogers Communications, which includes Rogers Media:

<b>Full-time employees in Canada</b>	<b>22,662</b>
<b>Diversity programs for</b>	Women, Persons with Disabilities, Visible Minorities, Indigenous Peoples, LGBTQ+, Millennials
<b>Percentage of employees who are women</b>	42.7%
<b>Percentage of managers who are women</b>	36.9%
<b>Percentage of employees who are visible minorities</b>	34.4%
<b>Percentage of managers who are visible minorities</b>	33.4%

### **Policies for the Recruitment, Hiring, and Retention of Diverse Employees**

To ensure we make continuous progress in the inclusion of our employment practices that includes diversifying our workforce across visible and invisible dimensions, we honour an overall corporate Diversity Management policy that maps out the steps needed to implement and monitor our inclusion and diversity initiatives. The scope of the policy establishes our position with respect to ideals of Canadian Multiculturalism, and celebrates the diversity of our employees. Rogers is committed to ensuring a work environment free from discrimination, harassment or prejudice, that equal opportunity exists for all employees in all aspects of recruitment and employment, and will use the merit principle as the basis for all employment and promotion opportunities.

We believe success begins with our people and we need to ensure that we continue to attract the best qualified candidates to fill our current and future business needs. Diversity management ensures that the candidate pool is maximized and all valuable potential resources are tapped.

This policy mandates that we:

- Develop strategic human resource policies and programs that encompass all employees and recognize their individual strengths to achieve the business goals of the organization;
- Recognize that individuals have different needs and that managers/supervisors must possess the skills to work effectively with a diverse group of employees, and be provided with the necessary training; and
- Identify and eliminate barriers to designated employment groups (e.g., Indigenous peoples, members of visible minorities, persons with disabilities, and



women) and report our progress to meet federal and provincial Employment Equity legislation. While identifying the representation of these groups and eliminating barriers that may prevent their full participation in the workplace are essential steps in being compliant, we want to make sure we have the same understanding for groups that are not currently prescribed in the legislation because everyone benefits from fair and equal treatment.

As well, the Rogers Workplace Accommodation Policy ensures that the workplace is open, accessible, and recognizes that individuals with special needs may require accommodation in order to perform to their full potential. It is our policy to provide an inclusive work environment to all current and potential employees.

We accommodate our workforce by consulting with employees on their individual needs. We offer a number of amenities for those who require accommodation, including family care rooms for nursing mothers, computer software systems to assist visually impaired employees, faith rooms to allow for private observance, and a host of ergonomic work solutions.

## **Recruitment**

To reach diverse candidates, our Recruitment team embeds diversity into their strategy to attract and hire talent that includes collaboration with a variety of community organizations and agencies, such as Lime Connect, Miziwe Biik, and the Aboriginal Professionals Association of Canada. We continue to ensure a diverse slate of candidates is presented for leadership positions and aim to broaden our recruitment partnerships in 2019. Our careers website promotes our commitment to inclusion & diversity and reflects the diverse groups we support to improve their employee experience.

Through our relationship with Career Edge and participation in their Career Bridge and Ability Edge programs, we provide internships to internationally-educated professionals and persons with disabilities.

## **Hiring**

Managers and recruiters are trained to use behavioural-based interviewing techniques. Instead of focusing generally on background and/or employment history, these techniques draw information from specific questions to assess the skills and characteristics necessary to fill each position.

In addition to corporate policies that promote diversity in the workforce, it is an encouraged practice when filling any position that at least one of the candidates short-listed during the hiring process is from one of the designated groups.

## Retention

Creating an inclusive employee experience is key to the engagement and retention of people at all levels across the organization. We focus on creating an environment where employees can bring their whole selves to work to reach their full potential by identifying and removing barriers to inclusion in our culture, systems, and workplaces.

Internal platforms are used to communicate stories of inclusion from our employees to give profile to the themes and stereotypes impacting day to day experiences of people from diverse communities. We create opportunities to hear directly from employees through our internal social tools where employees are encouraged to ask questions, highlight event experiences, and share community news to foster compelling dialogue.

We're transforming our workplaces with accessible features to support the diverse abilities of our people, including the standardization of gender inclusive washrooms in our workplace designs, and quiet rooms for people to practice spiritual and well-being needs.

Education is a key component in changing mindsets and behaviours towards inclusion. A variety of virtual and in-person learning options are available to employees starting on day one at Rogers as part of our national Onboarding program where new employees are introduced to the topics of inclusion and diversity along with community and training resources they can access to support their experience.

All employees are required to undergo business conduct training that addresses the potential influences for bias and/or discrimination in the workplace, and they are strongly encouraged to complete training dedicated to fostering a Respectful Workplace along with education on the company approach to inclusion and diversity complemented by with scenario-based exercises that promote practical learning applications.

In 2018, over 600 senior leaders across the company participated in unconscious bias workshops in support of creating an open, trusting, and inclusive workplace where diversity of thought, honest conversations, and meritocracy are embraced and enforced. We are sustaining the workshop learning by integrating unconscious bias content and tools in key people process such as talent reviews and performance management. Plans are in motion to scale unconscious bias training to other parts of the organization with a focus on frontline employees throughout 2019.

## Employee Resource Groups

Rogers continues to see participation growth in the diverse networks of employees who help drive inclusion and diversity initiatives in the areas of personal, professional, and business development to move us towards an inclusive culture and make opportunities possible for everyone.

Key achievements in 2018 included:

### Indigenous Peoples

- Established partnership with Downie Wenjack Foundation to build Legacy Room at Rogers head office
- Shared education on the impact of residential schools on Indigenous communities through screening and panel discussion of “The Secret Path” - # of attendees in-person and online
- Hosted networking events with the Aboriginal Professionals Association of Canada

### Spectrum

- Expanded Pride parade sponsorships to Moncton, NB and activated 12 employee engagement events across country
- Raised awareness of trans right through Transgender Day of Visibility campaign at company offices across the country
- Launched Mentoring Circles for LGBTQ+ employees through the Spectrum employee resource group
- Attended Venture Out and Start Proud Recruitment Fairs to recruit talent in hot skill areas

### Persons with Disabilities

- Partnered with Microsoft on accessibility features to equip people to succeed in their roles
- Participated in Lime Connect events to build personal and professional networks

### Rogers Mosaic

- Held a Women of Colour luncheon with senior leaders in collaboration with Rogers Women’s Network to understand unique barriers impacting their experience
- Screened the documentary Soul on Ice to share the history of Black hockey players in Canada with content shared on Sportsnet platforms

- Achieved 1,800 hours mentoring immigrant professionals through TRIEC Mentoring Partnerships to develop leadership skills of Rogers employees; celebrated 100th mentee through program

### **Rogers Women's Network**

- Extended chapters to all regions in Canada, with a large kick-off in Alberta
- Hosted 24 career development events the country through Rogers Women's Network to develop a diverse pipeline of talent
- Grew Mentoring Circles participation to 455, up 150 from prior year

## **Internal Communications**

### **Information for New Employees**

As mentioned earlier, new employees participate in a mandatory onboarding program where they are first introduced to inclusion and diversity at Rogers. As well, they are equipped with resources to review information on Respect and Dignity and Diversity Management. They learn where to find our dedicated portal for Inclusion & Diversity where employees can access information about our diversity team goals, learn about diverse employee experiences, and connect with a community of employees on our company social tool.

### **Other Internal Communication Tools**

Daily broadcast bulletins, email communications, and bulletin board postings relating to company and employee achievements are used to share information with employees and promote diversity. The Rogers News daily email newsletter includes company announcements and is designed to keep employees updated on items of interest as well as Rogers initiatives and awards.

Employees are enabled to join the conversation on inclusion and diversity through a dedicated group on our internal social tool, offering a platform for the exchange of news, events, information, experiences, and questions related to inclusion and diversity at Rogers. They also have electronic access to the Rogers Intranet and the Rogers Human Resources Portal myHR, which contain up-to-date human resource policies, including those on Diversity, Employment Equity Management, Workplace Harassment, and the Business Code of Conduct.

As well, we have Rogers Zone, an online service for employees to learn more about our business and provide feedback. It was developed to create a sense of community to share successes, brainstorm on business issues, and collaborate on innovative

solutions. This year, our diversity teams wrote a series of articles published to Rogers Zone to dispel the unique stereotypes relating to our diversity groups.

At the local station level, managers disseminate information respecting diversity goals and initiatives through means appropriate for each station/market, such as email, staff meetings, bulletin board postings, and monthly market reports.

## Programming

### OMNI Television

OMNI Television is Canada's only multilingual and multicultural television broadcaster, dedicated to meeting the needs of the communities it serves. OMNI is defined by a strong commitment to multiculturalism and diversity and offers a wide range of ethnocultural and third language programming to the country's diverse communities. OMNI is available in more than 11 million households across Canada through its five local over-the-air television stations in Vancouver, Calgary, Edmonton and Toronto (OMNI.1 and OMNI.2) and its national speciality channel – OMNI Regional, which is comprised of four regional channels and is offered as part of all digital basic television packages throughout the country. Across the country, OMNI stations reach 66% of Canadians (22 million people 2+).

As a multicultural/multilingual broadcaster, OMNI has a focused mandate to reflect diversity to its audiences. Our organizational structure incorporates producers who are ethno-specific and linguistically proficient in the languages in which we broadcast. Each producer is responsible and accountable for community reflection. OMNI offers a wide range of locally produced and acquired programming, including daily national news in Cantonese, Italian, Mandarin and Punjabi, current affairs programming and popular entertainment programming including Bollywood movies, Asian cinema, and Italian and Portuguese telenovelas. OMNI has also recently partnered with ICI Television to better serve Québec's diverse communities.

We work in an environment where various cultures and languages interact on a daily basis. Our programming is designed to promote increased understanding within and between ethnocultural groups in Canada. We maintain relationships with the communities we serve – relationships that are based on trust, respect, co-operation and a detailed knowledge of their social and cultural practices.

The programs provided by OMNI fall broadly into two categories: (1) community news and magazine shows; and, (2) independent documentaries, dramas, and specials.

**Community News and Magazine Shows**

OMNI provides daily news broadcasts, and a variety of weekly programs for local multicultural communities. These programs focus on local events and concerns and offer a number of interviews, commentaries and entertainment segments. While some of these programs are produced by OMNI, many are provided from local independent producers.

Our local in-house productions for 2018 include:

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
<b>OMNI News: Cantonese Edition</b>	A daily newscast of national and regional interest in Cantonese hosted by Maisy Yik, Hazel Wai, and Kelvin Tang.	OMNI East OMNI 2 OMNI Pacific OMNI BC  OMNI Prairies OMNI Edmonton OMNI Calgary  ICI	Mon - Fri 8:00 - 8:30 PM Saturday 10:00 – 10:30 pm Sunday 8:00 – 8:30 pm  Mon-Fri 8:00 – 8:30 pm Saturday 7:00 – 7:30 pm Sunday 8:00 – 8:30 pm  Daily 10:30 – 11:00 pm
<b>OMNI News: Italian Edition</b>	A daily newscast of national and regional interest in Italian hosted by Teresa Romano and Onofrio Di Lernia.	OMNI East OMNI BC OMNI Pacific OMNI Prairies OMNI Edmonton OMNI Calgary  OMNI 1  ICI	Daily 12:00- 12:30 PM  Weekdays 6:30 – 7:00 pm Sat, Sun 7:00 – 7:30 pm  Daily 7:00 – 7:30 pm
<b>OMNI News: Mandarin Edition</b>	A daily newscast of national and regional interest in Mandarin hosted by Nelly Li and Nico Wang.	OMNI East OMNI 2 OMNI Pacific OMNI BC	Mon - Fri 9:00 – 9:30 PM Saturday 10:30 – 11:00 pm Sunday

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
		OMNI Prairies OMNI Alberta OMNI Calgary  ICI	8:30 – 9:00 pm  Mon - Fri 9:00 – 9:30 pm Saturday 7:30 – 8:00 pm Sunday 8:30 – 9:00 pm  Daily 10:00 – 10:30 pm
<b><i>OMNI News: Punjabi Edition</i></b>	A daily newscast of national and regional interest in Punjabi hosted by Jasdeep Wahla.	OMNI East OMNI 2 OMNI Pacific OMNI BC OMNI Prairies OMNI Edmonton OMNI Calgary  ICI	Mon - Fri 7:00 - 7:30 PM Sat, Sun 6:00 – 6:30 pm  Daily 11 :00 – 11 :30 pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Kenneth Li.	OMNI East OMNI 2	Weekdays 8:30 – 9:00 PM
<b><i>Focus Mandarin</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Mandarin community. Hosted by Wei Li	OMNI East OMNI 2	Weekdays 9:30-10:00 PM

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
<b><i>Focus Punjabi</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Punjabi community. Hosted by Riti Sharma and Loveen Gill.	OMNI East OMNI 2	Weekdays 7:30-8:00 PM
<b><i>Focus Portuguese</i></b>	A weekly current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Portuguese community. Hosted by Sergio Mourato and Camila Garcia.	OMNI 1	Sat, Sun 6:00 – 7:00 pm
<b><i>Ora Qui</i></b>	A daily current affairs program which provides local updates on what matters most - from news, politics, community events, to the stories that resonate and inspire in the Italian community. Hosted by Patrizia Di Vincenzo.	OMNI Ontario	Weekdays 8:00 – 9:00 pm  Sat. 7:30 – 8:30pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Karen So.	OMNI Pacific OMNI BC	Weekdays 8:30 – 9:00 pm
<b><i>Focus Mandarin</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that	OMNI Pacific OMNI BC	Weekdays 9:30 – 10:00 pm



<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
	resonate and inspire in the Mandarin community. Hosted by Bowen Zhang.		
<b><i>Focus Punjabi</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Punjabi community. Hosted by Jasdeep Wahla	OMNI Pacific OMNI BC	Weekdays 7:30 – 8:00 pm
<b><i>Focus Punjabi</i></b>	A cooperation with World FM and OMNI Edmonton. A live show that is simulcast on radio and Television from 7:30 – 8:00 mountain time. Hosted by Jarnail Basota.	OMNI Prairies OMNI Edmonton OMNI Calgary	Weekdays 7:30 – 8:00 pm
<b><i>Focus Cantonese</i></b>	A daily current affairs program which provides local updates on what matters most - from politics, business, healthcare and the environment to the stories that resonate and inspire in the Cantonese community. Hosted by Forest Leung, Teddy Kwok, David Tam and Brian Wong.	OMNI Prairies OMNI Edmonton OMNI Calgary	Weekdays 8:30 – 9:00 pm
<b><i>Hockey Night in Canada: Punjabi Edition (Punjabi)</i></b>	OMNI Television broadcast the time-honoured tradition Hockey Night in Canada in Punjabi every Saturday night. Hockey Night in	OMNI BC OMNI Pacific	Saturdays 7:00 - 10:00 PM

<b>Program</b>	<b>Description</b>	<b>Local Market</b>	<b>Schedule</b>
	Canada: Punjabi Edition airs a doubleheader each week during the regular season, and marks the first time this Canadian institution will be available on a conventional network to the Punjabi-speaking community.	OMNI Edmonton OMNI Calgary OMNI Prairies  OMNI 2 OMNI East	Saturdays 8:00 – 11:00 PM  7:00 – 10:00 PM
<b><i>L'arte Di Cucinare (Italian)</i></b>	Absorb the old world charm of Italian cooking at its best with Chef Gianni Ceschia as he instructs viewers on how to prepare dishes from all corners of Italy.	OMNI 1	Weekdays 9:00 – 9:30 PM

Our local independent productions for 2018 include:

<b>Station</b>	<b>Show</b>	<b>Language</b>	<b>Description</b>
<b>OMNI Calgary</b>	<i>Afro-X</i>	Pidgin English	This weekly show which celebrates African-Canadian culture in Alberta, including segments focused on fashion, food, language, lifestyle, arts and more.
<b>OMNI Calgary</b>	<i>CMC TV Show</i>	Mandarin	A weekly TV program that explores the culture and experiences of Chinese-Canadians in Alberta. The show features local food, music, dance, success stories and much more. The weekly show brings the Chinese culture into the homes of Canadians but also showcases Canada's diverse cultures to Chinese Canadians.
<b>OMNI Calgary</b>	<i>Calgary Vietnamese TV</i>	Vietnamese	Calgary Vietnamese Television (CVTV) is a half an hour weekly show that serves the local Vietnamese community in Calgary. This program will entail newscast, PSAs, interviews, special

Station	Show	Language	Description
			event coverage and entertainment. With massive community support, CVTV is surely a new attraction to the local Vietnamese viewers and also bridges the gap between the community and the local Calgarians.
<b>OMNI Calgary</b>	<i>Kim Konnects</i>	Patois/Creole	A 30 minute Afro-Caribbean TV Show that celebrates Caribbean Culture in Canada
<b>OMNI Calgary</b>	<i>Conéctate con Nash</i>	Spanish	A Latin-American talk show with a twist of entertainment that provides useful information to the community. The show includes guest interviews, local events coverage, and new parent recommendations.
<b>OMNI Calgary</b>	<i>Fever Sports</i>	Cantonese, Mandarin	A weekly community show produced by Calgary-based independent producer Brian Wong. It covers not only events in Calgary's Chinese community, but also a wide variety of multicultural community activities.
<b>OMNI Calgary</b>	<i>Island Tea with Althea</i>	Patois/Creole	'Island Tea' is a weekly TV program that explores the culture and experiences of Caribbean people in Canada. The show showcases Caribbean food, music, dance, experiences, success stories and much more. The show brings renowned Caribbean culture into the homes of Canadians.
<b>OMNI Calgary</b>	<i>MB PinoyPreneur</i>	Tagalog	MB PinoyPreneur is a magazine show that features various Filipino entrepreneurs and their businesses. Focusing on how the business started, its challenges, inspiration and success story.

Station	Show	Language	Description
<b>OMNI Calgary</b>	<i>Pinoy TV Alberta</i>	Tagalog	A magazine-style program with a community perspective for Filipinos in Calgary.
<b>OMNI Calgary</b>	<i>The Israr Kasana show</i>	Urdu	This show is envisioned and produced by award-winning renowned international print/electronic journalist Israr Kasana. It caters to the socio-cultural and intellectual needs of Canadians who speak and understand Urdu language.
<b>OMNI Calgary</b>	<i>Ye Selamshow</i>	Amharic	A weekly program focusing on the Ethiopian as well as the broader Amharic-speaking East African community. The show provides an in-depth and inclusive voice to all within this community. It features guests from within the Ethiopian and East African community who have been selected for their expertise, experience and opinions on a number of different topics including finance, physical and emotional health, social justice issues, entertainment, local events and gatherings and other similar topics of interest to the community.
<b>OMNI Edmonton</b>	<i>Adehyeman TV</i>	Twi	A program which serves Ghanaian community in their native language. Covering news and activities as well as educating viewers on matters of interest. Topics include Health, Law, Politics, Immigration Policies and more.
<b>OMNI Edmonton</b>	<i>Alberta KONTAKT</i>	Ukrainian	A magazine-style program which links Ukrainians throughout North America with Ukraine and each other.
<b>OMNI Edmonton</b>	<i>Somalis in Alberta</i>	Somali	This show reflects the wide-ranging interests of the Somali-Canadian

Station	Show	Language	Description
			community through regular features on topics such as family, women's issues, and the social and cultural challenges faced by newcomers.
<b>OMNI Edmonton</b>	<i>Parwaaz</i>	Punjabi	A new program catering to the Punjabi community residing in Edmonton. This program features entertainment, information, and discussions on the hottest issues of the week as well as community events, visuals and poetry.
<b>OMNI Edmonton</b>	<i>Basango Ya Lingala</i>	Lingala	A 30 minute program focusing on the Swahili community in Alberta. Segments include interviews with community leaders, food and business.
<b>OMNI Edmonton</b>	<i>Tu Elewane</i>	Swahili	30 minute program focusing on the Swahili community in Alberta. Segments include interviews with community leaders, food and business.
<b>OMNI Edmonton</b>	<i>Viet Times TV</i>	Vietnamese	This show covers a wide range of subjects, locally and from Vietnam. Each week it covers news and entertainment along with special segments on fashion, community, and youth issues.
<b>OMNI BC</b>	<i>Ahorn TV</i>	German	Ahorn TV is a weekly program serving the German community. Topics of discussion include business, economics, politics, science, research and culture.
<b>OMNI BC</b>	<i>Aria TV</i>	Farsi	A socio-cultural/variety program that aims to integrate, educate, and entertain the community by airing targeted news, interviews, music, and dance.
<b>OMNI BC</b>	<i>Caravan TV</i>	Dari/Pushto	<i>Caravan TV</i> presents an hour long exploration of various subjects for

Station	Show	Language	Description
			Afghan and non-Afghan viewers alike. The show includes news about Afghanistan, popular culture, and history in a weekly, magazine-style format.
<b>OMNI BC</b>	<i>Nikkei TV</i>	Japanese	This show covers local news, J-POP, culture, and other special features for audience members of Japanese heritage.
<b>OMNI BC</b>	<i>Rompost TV</i>	Romanian	This show presents interviews, travel, biography, arts and culture and how-to video segments. We offer something for every interest, taste and age. Romanians see themselves reflected locally in their own language of comfort and their own cultural perspectives.
<b>OMNI BC</b>	<i>Women In Focus</i>	English	Host Shushma Datt takes viewers into the homes of dynamic women from all walks of life — homemakers, artists, or professionals – to highlight the achievements of women in the South Asian community and share their success stories in this weekly program.
<b>OMNI.1. Toronto</b>	<i>A Puro Gusto</i>	Spanish	30 minute magazine program with content focusing on the Spanish community of in Toronto.
<b>OMNI.1. Toronto</b>	<i>Canada Latino</i>	Spanish	A weekly Spanish program which presents local news, events, interviews, and other segments from a Spanish-Canadian perspective.
<b>OMNI.1 Toronto</b>	<i>Caribbean Vibrations</i>	English	A weekly entertainment show which covers Caribbean events, carnivals, music and food festivals, business profiles, and other pertinent issues to

Station	Show	Language	Description
			viewers with a Caribbean heritage and those who love the Caribbean.
<b>OMNI.1 Toronto</b>	<i>Croatica TV</i>	Croatian	This Croatian-language program presents local news, events, interviews, and other segments from a Croatian-Canadian perspective.
<b>OMNI.1 Toronto</b>	<i>Flavors of Africa</i>	English	Flavours of Africa Television show is a mother and son cooking show. Watch the duo in the kitchen whipping up cultural meals which are fast, nutritious, and easy to make during their educational cooking segments.
<b>OMNI .1. Toronto</b>	<i>Ghanacan TV</i>	Akan	A program which serves the Ghanaian community in their native language. Covering news and activities as well as educating viewers on matters of interest. Topics include Health, Law, Politics, Immigration Policies and more.
<b>OMNI.1 Toronto</b>	<i>Hispanic Roots</i>	Spanish	A weekly program which provides a voice to Spanish-language speakers on their local community and social issues. By exploring topics of interest to Hispanic Peoples of different origins through their common bond of language, <i>Hispanic Roots</i> brings together its diverse Spanish-language speaking audience. This show informs, educates, and entertains with community-oriented content, including interviews, profiles, and a local talent segment.
<b>OMNI.1 Toronto</b>	<i>Kontakt</i>	Ukrainian	A magazine-style program which links Ukrainians throughout North America with Ukraine and each other.
<b>OMNI.1</b>	<i>Kontakt – Next Gen!</i>	Ukrainian	

Station	Show	Language	Description
			A 30 minute weekly program which provides a youth perspective on the world and the Ukrainian community.
<b>OMNI.1 Toronto</b>	<i>Lehen Malti</i>	Maltese	A magazine-style program which offers the Maltese community language programming on a weekly basis.
<b>OMNI.1 Toronto</b>	<i>Macedonian Heritage Hour</i>	Macedonian	A local program focused on community happenings, music, interviews, and reports from cultural events. The show also features news from Macedonia and throughout the Macedonian diaspora.
<b>OMNI.1 Toronto</b>	<i>Magyar Képek TV</i> (Hungarian Picture)	Hungarian	A weekly news and magazine-style program that addresses the stories and events that concern and affect the local Hungarian speaking community.
<b>OMNI 1 Toronto</b>	<i>Mag TV Hungarian Magazine</i>	Hungarian	A weekly program with a focus on the Hungarian community in Ontario. The program includes community news, interviews, coverage of social issues, multicultural education and lifestyle segments.
<b>OMNI.1 Toronto</b>	<i>Nash Dom</i> (Our Home)	Russian	<i>Nash Dom</i> (“Our Home”) is a weekly Russian-language show. It presents news, showcases various events, and features interviews.
<b>OMNI.1 Toronto</b>	<i>Noi Români</i>	Romanian	A weekly program that focuses on Romanian life in Ontario through news, interviews and entertainment, including: profiles of local artists, performances, community events, plus video clips from Romania.
<b>OMNI.1 Toronto</b>	<i>Nor Hai Horizon</i>	Armenian	This show offers the Armenian community a weekly reflection on news, current and cultural affairs distinctively for and about the Armenian community.



Station	Show	Language	Description
			It features an analysis of issues and events, regular updates on sports and education, and a business segment for newcomers.
<b>OMNI.1 Toronto</b>	<i>Nova Vize</i>	Czech	This television show is the longest running Czech-language program outside the borders of the Czech Republic. It informs the Czech community in Canada about activities in Ontario and other provinces.
<b>OMNI.1 Toronto</b>	<i>Nos Portugueses</i>	Portuguese	Each weekly episode of <i>Nos Portugueses</i> will focus on a theme that defines the current Portuguese-Canadian community, covering a variety of topics such as language retention, connection to Portugal, and Canadian politics.
<b>OMNI.1 Toronto</b>	<i>Now What</i>	Spanish	A lifestyle Spanish TV Show, which develops social, cultural, and entertainment information and provide guidance, as well as encourages Hispanic immigrants who are established in Canada in the process of adapting to the new culture and becoming successful in Canada.
<b>OMNI.1 Toronto</b>	<i>Ondes Africaines</i> (African Waves)	Lingala	A weekly program which serves the distinct needs of the growing French African-Canadian community in Ontario while furthering the expression of its culture.
<b>OMNI.1 Toronto</b>	<i>Pasqyra Shqiptare</i> (Albanian Reflections)	Albanian	A weekly program designed to bring together Albanian Canadians and preserve their cultural background and language for present and future generations. The show has a local focus and reflects the issues, events, and

Station	Show	Language	Description
			concerns of Albanian-speaking Canadians living in Southern Ontario. It also features weekly news from the community, Canada, and the Albanian territories.
<b>OMNI.1 Toronto</b>	<i>Planet African Television</i>	African (English)	This show covers topics that interest, affect, and challenge the local English-speaking African-Canadian community including current affairs, community development, cultural heritage, and entertainment. It also serves a cross-cultural educational purpose by regularly featuring the rich diversity that exists among African Canadians.
<b>OMNI.1 Toronto</b>	<i>Serbian Toronto Television</i>	Serbian	This show is the voice and vision of the Serbian community in Canada and aims to promote Serbian heritage in Toronto and across Canada.
<b>OMNI.1 Toronto</b>	<i>Slovenský Svet (Slovak World)</i>	Slovak	A weekly magazine-style program dedicated to the Slovak community in Ontario. The program explores the roots of Canadian Slovaks with the aim of preserving the Slovak language and cultural traditions abroad. The show covers cultural, social, and business activities in the community, introduces interesting members of the community to its viewers, provides valuable information for Slovak immigrants to Canada, and brings news from Slovakia.
<b>OMNI.1 Toronto</b>	<i>Star Foodies: Greece Edition</i>	Greek	A 30 minute Greek cooking program focusing on local chefs and recipes.
<b>OMNI.1 Toronto</b>	<i>TV Vestnik</i>	Russian	A weekly program which inspires members of the Russian-speaking

Station	Show	Language	Description
			community to get out and enjoy Canada and all its social and cultural events.
<b>OMNI.1 Toronto</b>	ФОРУМ (The Forum)	Ukrainian	This show includes information about politics, entertainment and culture, youth, business and finance. It profiles Canadians of Ukrainian heritage who excel in a specific field or profession.
<b>OMNI.1 Toronto</b>	<i>Wazobia</i>	Yoruba	A 30 minute show which celebrates Nigerian-Canadian culture in Canada, including segments focused on food, language, community leaders.
<b>OMNI.2 Toronto</b>	<i>Admas</i> (Horizon)	Ethiopian (Amharic)	This show promotes and reflects the culture and heritage of the Ethiopian-Canadian community in Ontario with a weekly magazine-style format that provides hands-on information along with coverage of local, national, and international news; community events; entertainment; and sports. The show regularly profiles local success stories of members of the Ethiopian-Canadian community.
<b>OMNI.2 Toronto</b>	<i>Amantran</i> (Invitation)	Bengali	This show offers the local Bengali-speaking community a weekly news/magazine program focused on community issues.
<b>OMNI.2 Toronto</b>	<i>Arirang Korea</i>	Korean	A news/magazine-style show for Korean-speaking Canadians offering the local community coverage of news, information, entertainment, and events.
<b>OMNI.2 Toronto</b>	<i>Bangla TV</i>	Bangla	A magazine-style program with a community perspective for Banglas in Canada.

Station	Show	Language	Description
<b>OMNI.2 Toronto</b>	<i>Front Page Philippines</i>	Filipino/English, Tagalog, Visayan	A magazine-style program with a strong community perspective. The show offers news and current affairs together with information on culture and entertainment.
<b>OMNI.2. Toronto</b>	<i>Haalo Gujarat</i>	Gujarati	A 30 minute community program comprised of cooking segments, news and interviews with community leaders
<b>OMNI.2 Toronto</b>	<i>Kala Kavaya (Cultural Circle)</i>	Sinhalese	A weekly show that covers local news and issues from the perspective of the Sinhalese community in Ontario and tackles concerns directly affecting its viewers. The program also regularly showcases local Sinhalese talent and includes a sports segment featuring regular cricket updates.
<b>OMNI.2 Toronto</b>	<i>Kalaapam Tamil TV</i>	Tamil	A magazine-style program with a community perspective for Tamils in Canada.
<b>OMNI.2 Toronto</b>	<i>Kya Baat Hai!</i>	Hindi	This show is based on an Indian comic poetry series <i>Wah! Wah! Kya Baat Hai!</i>
<b>OMNI.2 Toronto</b>	<i>Lama TV</i>	Arabic	A social, entertaining TV show that aims to create a bridge between Arabs in Canada and Arabs in the Middle East. It provides a forum for people to connect, inform, and inspire one another across Canada.
<b>OMNI.2 Toronto</b>	<i>Muuqaalka Soomaalida</i>	Somali	This show reflects the wide-ranging interests of the diverse Somali-Canadian community through regular features on such topics as family, women's issues, and the social and cultural challenges faced by newcomers.

Station	Show	Language	Description
<b>OMNI.2 Toronto</b>	<i>New Canadians</i>	English	A rich and informative TV show portraying stories of recent immigrants making Canada their home.
<b>OMNI.2 Toronto</b>	<i>Pasargad Today &amp; Iran Zameen Today</i>	Iranian/Farsi	A cultural affairs program featuring news, entertainment, and sports for the Iranian community.
<b>OMNI.2 Toronto</b>	<i>Saat Rang</i>	Urdu	This will be a weekly show in which various segments of Canadian life will be showcased. The emphasis will be given to the local and new talent. This will include but not limited to singers, dancers, musicians, successful business personalities, top of the list students, athletes, scholars
<b>OMNI.2 Toronto</b>	<i>Sunshine Telugu TV</i>	Telugu	A community program that showcases, arts, youth, achievers and community welfare in Canada
<b>OMNI.2 Toronto</b>	<i>TV Việt Tiên</i>	Vietnamese	This show covers a wide range of subjects, locally and from Vietnam. Each week it provides coverage of news and entertainment along with special segments on fashion, community, and youth issues.
<b>OMNI.2 Toronto</b>	<i>TurkuazTV</i>	Turkish	A weekly program with a focus on the Turkish community in Ontario. The program includes community news, interviews, coverage of social issues, multicultural education and lifestyle segments, and music videos.
<b>OMNI.2 Toronto</b>	<i>Wah Bai Wah!</i>	Punjabi	A local Punjabi-language program focusing on the Canadian Punjabi Diaspora from around the world. This magazine-style format show features different cultural, social or religious

Station	Show	Language	Description
			aspects of the Canadian Punjabi community. It also focuses on community issues, news and events, along with profiles and interviews of local community members.

### Documentaries

OMNI has funded the production of Canadian documentaries and dramas through its commitment to Programs of National Interest (PNI).

The most recent example would be the documentary ***We are Black, We are Canadians***. This documentary is a celebration of the Black community, its members and their contributions to the Canadian way of life. Following a select group of past and present recipients of the *Harry Jerome Awards*, this documentary celebrates remarkable individuals, and their achievements within Canadian society.

These funding mechanisms have fostered the grassroots development of Canadian television producers of ethnocultural content by providing them with a unique opportunity to further develop their skill sets through involvement in large-scale production projects. In our view, this is precisely the kind of production opportunity that fosters broader and more diverse production activity.

### Drama



**SECOND JEN:** *Second Jen* is a coming of age comedy about two second generation millenials and inseparable best friends who move out to a shabby city triplex to prove to their immigrant families, and themselves, that they can make it on their own. *Second Jen* was produced for City TV and OMNI channel. Samantha Wan and Amanda Joy are not only the creators, but they write and star in the series based on their own experiences as second generation millenials (Chinese-Canadian and Filipino-Canadian). *Second Jen* is produced by Don Carmody Productions.

**MANGOES: A SLICE OF LIFE:** *Mangoes A Slice of Life* is a multilingual dramedy series in Urdu, Hindi, Punjabi and English that follows the journey of three friends and Canadian immigrants who come from Pakistan and India to Canada. This fresh new

scripted series about Canadian millennials from South Asian backgrounds, explores the true potential of this young generation, experiencing life in Canada for the first time. The series is produced by the “Suhwardy Brothers” as they call themselves, who embody the entrepreneurial spirit. While working 9-5 the brothers created their web series *Mangoes*, and developed quite the following over two seasons online and across the world before making the leap to TV this year.



**BLOOD AND WATER:** The groundbreaking dramatic series produced in English, Cantonese and Mandarin, saw the return of a fantastic slate of prolific Asian actors including Steph Song and Byron Mann and added to the cast Selena Lee and Andy Yu. The second season featured Detective Jo Bradley (played by Song) returning to work at the Vancouver Police Department, and taking on a new case involving the Xie family. The programme is produced by Breakthrough Entertainment (*Less than Kind*, *L.M. Montgomery’s Anne of Green Gables*).

### Specials

Some notable OMNI specials from 2018 include:

Program	Description
<b>Diwali Special</b>	OMNI produced a special Hindi program on Diwali celebrating the festival of lights in the South Asian community, primarily those of Hindu and Sikh faiths. The Diwali special consisted of a studio audience of approximately 70 people. The show included dance and musical performances, traditional dance performance and cooking and fashion segments.
<b>Celebrating the Year of the Dog</b>	OMNI produced 2 special programs titled “ <i>Celebrating the Year of the Dog</i> ”. Each program consisted of a studio audience of approximately 70 people. The show included dance and musical performances, traditional Lion Dance performance and cooking and fashion segments.
<b>Welcome to Canada – What You Need to Know</b>	OMNI produced a how-to guide on day-to-day living in Canada which is culturally focused towards the Chinese and South Asian audience. Three episodes were produced in South Asian English, Punjabi and Mandarin.
<b>Your New Life in Canada</b>	OMNI produced a how-to guide on day-to-day living in Canada which is culturally focused towards the Chinese and South Asian audience. Three episodes were produced in South Asian English, Punjabi and Mandarin.

<b>Ontario Provincial Debate</b>	OMNI broadcast simultaneous translation in Punjabi and Mandarin, as well as a pre-show with a Punjabi political panel.
<b>Ontario Election Night</b>	OMNI broadcast a live special program with coverage in Cantonese and Mandarin.

## City Stations

The City group of stations has a programming philosophy that is locally-focused and community-based. Each station is a strong supporter of multiculturalism and diversity through its programming, both national and local, and its involvement with the local communities that it serves.

### *News and Local Programming*

At City we approach our news and local programming coverage with an inclusive, solutions-driven attitude. Our news operations work on a large number of stories on any given day. Although some reporters and producers focus on certain areas (e.g. weather, sports), news-gathering and reporting resources are assigned to issues and stories that need to be covered with no regard to matching the cultural background of the reporters to the issues. Although ethnocultural community events are covered, reporters and producers are not specifically assigned to cover those stories, but instead work on them on a rotation and assignment basis, much like other stories. As well, reporters and producers are aware of the need to fairly represent the diversity of our cities when looking for “streeters.”

Our news programming regularly features a wide variety of experts or commentators from diverse backgrounds. Their input is sought for occasional stories as well as regular features. A stated objective of our news programming is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of different issues.

City also ensures diversity in news coverage by using a variety of experts to explain the importance of issues in various ethnic communities. Frequently, this investigation involves local academics and community leaders who are familiar with not only the most up-to-date research, but also the cultural sensitivities in each community.

Often our own staff members from different cultural backgrounds vet stories for tone and accuracy. We continue to employ this expertise as we strive to meet the diverse interests of our viewers.

Under this general approach, our stations across Canada continue to produce and air news and information programming that is of significant interest to diverse communities, including Aboriginal peoples, visible minorities, persons with disabilities, and women.



The following list highlights some of the stories featured on our local City stations that reflect the diversity of our communities:

***City Toronto:***

- **Wear a Cape Day:** CityNews covered the story of Lucas, who has spastic quad cerebral palsy, epilepsy and dystonia. On Lucas's last day of school before he is set to undergo multiple surgeries, students at his school raised money for Sick Kids while wearing a cape to show their support.
- **She is Sports:** CityNews covered the SHE campaign, to empower female athletes. The SHE campaign's mission is to use the power of women's sport to create a future of, by, and for strong women.
- **Indigenous Games:** CityNews covered the first day of the Masters Indigenous Games at Downsview Park.
- **Sam Richardson:** CityNews covered a story about a Toronto pathway named after black Olympian, Sam Richardson, the first African-Canadian Olympian. Richardson was a part of the 4 x 100-metre Canadian relay team that placed fifth during the 1936 Olympics in Nazi Germany.

***City Vancouver:***

- **100-Year-Old Curler:** CityNews covered The Vancouver Curling Club's special celebration in honor of one of its members, Lola, who turned 100-years old in September. Lola started curling at the age of 8-, and was recognized by the Guinness Book of World Records for "Oldest Active Curler"
- **AIDS Memorial:** CityNews covered the re-dedication ceremony that was held in Vancouver for a memorial that honors people who died from AIDS. Four cherry trees were planted in a downtown park in 1985, however no one knew what they symbolized.
- **MEC Diversity:** CityNews covered the story surrounding the Canadian outdoor gear retailer's goal in addressing the lack of diversity in its advertisement.
- **KOBE'S 50<sup>th</sup> Anniversary:** CityNews covered the 50<sup>th</sup> anniversary of one of Vancouver's longest running restaurants, Kobe's Japanese Steakhouse.

### **City Edmonton:**

- **Indigenous Doctors:** CityNews covered University of Alberta's decision to end the quota on the number of Indigenous students admitted to the University.
- **Women in Danger:** CityNews covered the story about the Alberta Council of Women who addressed the increase in violence against women.
- **Ranch Protest:** CityNews covered the voluntary group protest which took place after a member of Edmonton's minority community was thrown out of a bar alone, while drunk, and passed away as a consequence.

### **City Calgary:**

- **Syrian Crops:** CityNews covered the story of an Alberta farmer who gives up pieces of his land to Syrian refugee families to help them rebuild their life and supplement their food.
- **Crazy Rich Asians:** CityNews covered the success of the film *Crazy Rich Asians*, and spoke to high profile, Asian playwrights and casting agents with their take on the film and the lack of Asian representation in Hollywood.
- **Co-op Profiling:** CityNews covered the story of a woman who accused a co-op grocery store of racially profiling, and following her through the store, as if she was stealing.
- **Indian Hockey:** CityNews covered the story of a girl's hockey team from India and their incredible journey to Canada.

### **City Winnipeg:**

- **Urban Reserve Development:** CityNews covered the two groundbreaking ceremonies held by Peguis First Nation, to mark the commencement of building two new commercial strip malls in Winnipeg and Selkirk.
- **Parkinson's Ride:** CityNews covered the story of a 77-year old man with Parkinson's disease who completed a 10,000 KM bike ride to educate viewers about what exercise does to delay symptoms and severity of Parkinson's disease.

- **Hydro Abuse Allegations:** CityNews covered the commission report released by the Manitoba Government, which included allegations of physical, sexual and psychological abuse of Indigenous residents.
- **Breast Density:** CityNews covered a story about a cancer survivor whose cancer went undetected until she had an MRI for another issue. The story revealed how breast density affects the ability to identify tumors.

### **City Montreal:**

- **Refugee Access to Government Daycare:** CityNews covered the story of two Nigerian women, who crossed into Canada through Roxham road, that claim they cannot get access to government run daycares as refugees.
- **Tashme Project:** CityNews covered a story about the play *Tashme Project*, a factual, first-hand account by survivors of the Japanese internment camps in Canada during World War 2.
- **Domestics Crusaders:** CityNews covered a story about the first Muslim production company in Canada, who debuted the play, *Domestic Crusaders*, in Montreal. The play looked at the struggles of Muslim families in a post-9/11 world.
- **Coming Together after the Pittsburgh Attack:** CityNews covered the initiative held by an Imam, Rabbi and Priest who made a call for unity, and continue to work together as a team to help the homeless.

**City Saskatchewan:** City Saskatchewan is the educational broadcaster for this province and located in Regina. In 2018, City Saskatchewan was proud to broadcast programs that contained both content and talent that reflected diversity and culture. Some examples from different genres of programming include:

#### **1. Pre-School and Children's:**

- **Louis Says:** A pre-school series featuring animated Indigenous characters with Cree language learning components. Indigenous female producer and visible minority female writer.
- **Tiga Talk:** A pre-school series teaching traditional practices and languages from various Indigenous cultures.

- ***Planet Echo:*** A Metis produced and hosted children's series teaching a mix of traditional knowledge and environmental science
- ***Hi Opie! / Opie's Home:*** A live action pre-school series whose cast includes adults and children from visible minorities. Off screen personnel, include women and visible minorities. *Opie's Home* features indigenous cast member, Graham Greene.
- ***Sonny's World:*** An animated pre-school series whose crew includes a female visible minority writer/director.
- ***Quizzine:*** A pre-school series featuring Indigenous and visible minority children as they learn about fruits and vegetables. – Producer and Writer are women
- ***Doowett:*** An animated pre-school series with female performer and producer.

## 2. Documentary and Factual:

- ***Teens 101:*** A series examines issues facing youth including addictions, mental health, identity and other important topics. Subject and interview subject areas include visible minorities, Indigenous, women, and people with disabilities
- ***Landing: Stories from the Cultural Divide:*** A series about immigrants to Saskatchewan who tell their stories first hand. Visible minority producer.
- ***Grasslands:*** A documentary examining the North American Grasslands as a habitat including Indigenous perspectives. . *Narrated by Tantoo Cardinal*
- ***Let's Talk English:*** An educational ESL series featuring visible minority cast members and a visible minority producer.
- ***Saskatchewan River Delta:*** This documentary takes us into Canada's largest inland delta through the eyes of the Métis and First Nations people who make the area their home, with the scientists who come from around the world to study here, and from the marsh and its creatures themselves

## 3. Original Production and Development:

- ***Bridging Borders:*** An emotional, eye-opening and inspirational documentary series that goes beyond the international headlines to showcase the incredible stories of everyday Canadians who band together to sponsor refugee families from overseas, then help them adjust to a new life in Canada.(Visible Minorities)

- ***Etthén Heldeli: Caribou Eaters:*** A documentary about the Déné First Nations people in Canada's north, as they search for the species so vital to every aspect of their lives – the barren-ground caribou. The documentary is a celebration of their rich ancient culture, and a visual document lamenting their traditions that could vanish, if the caribou disappear.
- ***First Response: Paramedics:*** An observational documentary series following select teams of EMTs at Saskatoon's Medavie Ambulance as they respond to 911 calls ranging from minor mishaps to the life-threatening. One of the lead characters is a female primary care paramedic, and off screen, producer and other crew are in part comprised of visible minorities and women.
- ***The Prairie Diner:*** An informal education series which profiles the cuisine of many cultures including First Nations, Punjabi, and Chinese through visits to food places and events in Manitoba and Saskatchewan. Hosted by Jamaican-Mennonite Jody Peters
- ***Nordic Lodge:*** A documentary series set in Northern Saskatchewan features several main characters who are Aboriginal. One of the producers is a visible minority and other production company personnel are women.
- ***UR Here:*** A documentary showcasing artistic life in Regina and includes profiles of artists of which 5 of 8 are women, and within the profiles, artists are also from LGBTQ+, Indigenous, and visible minority communities.

### **Cityline:**

- Cityline is a daily lifestyle and information show targeted towards women, and is hosted by Tracy Moore, a woman of colour. The show prides itself on the diversity of experts, models and audience members that are brought onto the show.

### **Sportsnet**

Sportsnet programming seeks to meet the expectations and interests of a broad diversity of Canadian sports fans. In doing so, Sportsnet has specifically identified the need to reflect the participation and success of athletes from a broad diversity of backgrounds.

Sportsnet has a number of commentators, reporters, and hosts from diverse communities including Arash Madani, Hazel Mae, Evanka Osmak, Caroline Cameron, Nikki Reyes, Caroline Szwed, Eric Thomas, Martine Gaillard, Irfaan Gaffar, Faizal

Khamisa. Others who have prominent roles in our National Hockey League coverage include: David Amber, Tara Sloan, Cassie Campbell-Pascal and Christine Simpson.

Sportsnet has also made a commitment to covering women's sports by producing live coverage of the Canadian Women's Hockey League (CWHL), including regular season and playoff games. Sportsnet continued its commitment to Canadian Interuniversity Sport and this past year broadcast women's basketball events.

In 2018, the Toronto Blue Jays teamed up again with Accessible Media Inc. to offer broadcasts of the games with live described video on Sportsnet. This is the sixth consecutive season that AMI will air live-described broadcasts of Blue Jays games. AMI first started its relationship with Canada's Major League Baseball Team in 2012 when it became the first ever broadcaster to air a major league baseball game with live-described video servicing the blind and low vision community.

### **Radio stations**

It is the responsibility of each of our radio stations to develop on-air talent and programming that accurately reflects the community they serve. Our success can be assessed by examining all aspects of our programming, including on-air talent, invited guests, discussions of issues of interest to our audience, and our extensive coverage of community events.

#### ***Ethnic Radio – World-FM Edmonton***

As an ethnic radio station, World FM Edmonton's mandate is to provide 100% ethnic programming to Edmonton's ethnocultural communities with service in over 12 different languages. It is a policy to hire on-air talent and invite guests from the specific ethnic community to which the program in question pertains. Our producers represent more than 23 different ethnocultural groups.

World FM provides programming targeting younger-generation listeners and encouraging cross-cultural appeal to a diverse audience. These programs include:

<b>Program</b>	<b>Description</b>
<b><i>South Asian Morning (South Asian)</i></b>	Weekdays 5am to 12pm, including news/current affairs, traditional and popular music and host/listener interaction, including religious

	coverage; hosted by Raj Jassi, Manjinder Punia and Shabbir Pathan, in Punjabi, Hindi and Urdu
<b>Basota (South Asian)</b>	Weekdays 7pm to 10pm, our flagship news/talk program covering the most relevant and trending topics of the day, with the participation of callers and invited guests/experts; hosted by Jarnail Basota, in Punjabi
<b>Rahul's Playlist &amp; Pardesi Beats (South Asian)</b>	Weekdays 10pm to 12am, focusing on popular music of various Indian genres, including Bollywood and Club formats, requests accepted; hosted by Rahul Joshi, Patwant Singh and Mallik Dhadwal, in Hindi, Punjabi and English
<b>Naashta Aur Nagme With Neeti (South Asian)</b>	Weekends from 6am to 8am have Breakfast and Song with Neeti. Tune in to hear the latest in entertainment and discuss specialty topics in lifestyle and special celebrations: hosted by Neeti Dhillon, in Hindi, Punjabi and English
<b>The Gurtej Show (South Asian)</b>	Saturdays from 7pm to 8pm and Sundays from 7pm to 10pm. A mix of music, news topics and poetry. A lot of listener interaction makes this a must-listen on Saturday and Sunday nights; hosted by Gurtej Brar, in Punjabi.
<b>Jiyo Dil Se (South Asian)</b>	Sundays from 12pm to 3pm, Jiyo Dil Se (Life From Your Heart) plays a mix of music and talk about lifestyle and the entertainment world; hosted by Shilpy Chawla, in Punjabi, Hindi and English.
<b>Chinese Radio (Chinese)</b>	A daily mix of news, information, music and entertainment/lifestyle coverage, especially focusing on Chinese community life in Canada; news written and produced locally by Ziting Tan, and variety programming manned by 10 different hosts, overseen by Ziting Tan; in Mandarin and Cantonese

<b><i>Ukrainian Edition (Ukrainian)</i></b>	A weekday program reflecting the significant historical mark and current impact of one of the oldest settling groups of the Canadian Prairies, serving this multi-generational community with news/current affairs in Canada and Ukraine, musical spotlight on the burgeoning Ukrainian Canadian recording industry, and the vibrant local entertainment/cultural scene, especially visual and choral arts, plus dance; hosted by Yulianna Voloshyna, in Ukrainian and English
<b><i>Corazon Latino Radio (Spanish)</i></b>	Music based weekday/weekend programming presenting oldies and new releases of Latino/Spanish music charts, with a generous amount of dedicated time to local community issues and trending topics of the day; hosted by Juan Caroca and Miguel Cubias, in Spanish
<b><i>Filipino Radio (Filipino)</i></b>	News/current affairs, musical releases and religious coverage, focusing on events in the Motherland, and especially issues related to settling into Canadian society and becoming productive members of the local civic communities; hosted by Rolan Latorre and several contributors, in Tagalog
<b><i>German Kaleidoscope (German)</i></b>	A weekend variety program primarily music-focused, with traditional, oldies and new releases, including pop/rock and club genres, and active audience participation; hosted by Christiane Gluth, Rudi Roeder and Jessi Gluth-Brunkhorst, in German and English
<b><i>Ciao Italia (Italian)</i></b>	A weekend variety program covering all aspects of the Italian community, both locally and in the Motherland, including news/current affairs, trending issues and a particular focus on traditional and new music; hosted by Sorgiovanni, in Italian
<b><i>Arabic Radio (Arabic)</i></b>	A weekend program covering events in the 20+ Arab-speaking countries around the world, and a focused application of world and local events to daily community life in Canada/Edmonton, with particular emphasis on “mainstream” news/current affairs events as they impact and inform the vibrant local Arabic community; hosted by Prof. Ibrahim Sumrain, in Arabic and English



<b>Polish Radio (Polish)</b>	A weekend mix of news/information and traditional/contemporary music, both in Poland and in the decades-old Polish Canadian community, including expert analyses and commentaries, and invited, active audience participation; hosted by Frank Zalewski, in Polish

**News and Information Programming**

Our stations are committed to bringing news and information programming to all sectors of their local communities and are proud of the strong relationships they have developed. Rogers radio stations also ensures diversity in news coverage by using a variety of experts to explain the importance of issues in various multicultural communities. This regularly involves reaching out to local academics who are familiar with not only the most up-to-date research, but also the cultural sensitivities of each community.

Often our own staff members from different cultural backgrounds vet stories for tone and accuracy. We continue to employ this expertise as we strive to meet the diverse interests of our listeners.

Rogers’ radio news operations work on a large number of stories on any given day. Although some reporters and producers do focus on certain areas (e.g. hockey commentator or all-news weather person), news-gathering and reporting resources are assigned to issues and stories that need to be covered, with no regard to matching the cultural background of the report or producer to the issues. Although ethnocultural community events are covered, reporters and producers are not specifically assigned to cover those stories, but instead work on them on a rotation and assignment basis, much like other stories.

Under this general approach, Rogers radio stations across Canada continue to produce and air news and information programming that is of significant interest to diverse communities, including Aboriginal peoples, visible minorities, persons with disabilities and women.

The following are examples of programs and stories aired by some of our radio stations in 2018 that reflect and/or promote diversity:

**Toronto Radio:**

- **Pittsburg Shooting:** 680 News ran a story about Toronto’s Jewish community who came together at Mel Lastman Square to honor the victims of the mass shooting at a Pittsburgh Synagogue.

- **Inkblot Technologies Inc.:** 98.1 CHFI interviewed Julie Sabine, the Chief Marketing Officer of Inkblot Technologies Inc. To raise awareness about mental health, and the app called INKBLOT, which makes therapy easily accessible for those who need it.
- **Mayor John Tory and Pride:** KiSS 92.5 interviewed Toronto Mayor John Tory to discuss Pride, and what it means for the City of Toronto.
- **USA Gymnastics:** SN 590 interviewed New York Times Reporter, Juliet Macur, to discuss the USA gymnastics scandal involving the sexual abuse of many girls and women in the sport.

#### ***Kitchener Radio:***

- **Oak Bridge Academy:** 570 News spoke with Kathie Shaw, Director of Oak Bridge Academy- a new private school in Cambridge to teach and engage autistic students.
- **Talk4Healing:** 570 News ran stories on Talk4Healing, a support helpline for Indigenous women.
- **Hindu Temple Debate:** 570 News interviewed Dwarka Persaud, the President of the Cambridge Hindu Society following the Hindu temple debate held in Cambridge.
- **Rainbow Crosswalk:** 570 News spoke with Cait Glasson, Communications Liaison Coordinator at SPECTRUM, and LGBTQ advocate, about the Rainbow crosswalk that was vandalized in Waterloo.

#### ***Sudbury Radio:***

- **Science North:** Sudbury News covered a story about a \$2 million grant to Science North, to give students in First Nations communities a chance to learn coding and other digital skills, preparing them for success in a range of industries.
- **Women of Distinction Awards:** Sudbury News began its coverage of the Sudbury Women of Distinction awards at the media conference announcing the 2018 recipients.

- **Ring of Fire:** Sudbury News provided an update on the “Ring of Fire” initiative which has economic implications for Northern Ontario. The update included an interview with Noront CEO Alan Coutts about the importance of a working partnership with First Nations communities in moving the project forward.

#### **Ottawa Radio:**

- **Trophy Case for Women’s Hockey Team:** 106.1 CHEZ aired an editorial segment regarding equality for women in sports, highlighting the need for a trophy case for a local women’s hockey team.
- **Moose Hide Campaign:** NEWS 1130 interviewed the Founder of the Moose Hide Campaign to discuss the grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence towards women and children.
- **Sharing the Responsibility of Refugees in Canada:** NEWS 1130 spoke with Wilfrid Laurier University Professor, Stacey Wilson-Forsberg to discuss how Canada must share responsibility for resettling Central American refugees.
- **#GetLoud Movement:** NEWS 1130 aired a segment to discuss the #GetLoud movement- a movement that raises awareness to what mental health really is.

#### **Black History Month:**

In February 2018, 1061 CHEZ produced a series of tribute vignettes featuring prominent and prolific black artists who have influenced the genre and deserved some recognition for their accomplishments.

They also helped educate listeners who may not have known some of the biographical information regarding these well-known artist’s struggles, endured during their career.

They ran throughout the month a few times a day and were followed by one of the artist’s songs.

The artists featured on 106.1 CHEZ in 2018 were:

- BB King
- Chuck Berry
- Clarence Clemons
- Jimi Hendrix
- Lenny Kravitz
- Robert Johnson
- Slash

### ***Calgary Radio:***

- **Trans Mountain Pipeline:** 660 News interviewed Chief Lee Crowchild to discuss the Trans Mountain Pipeline, and the issues raised by the Tsuu T'ina First Nation to the National Energy Board.
- **Vision Impaired Hockey League Championships:** Sportsnet 960 interviewed Kelly Serbu, to discuss the Vision Impaired Hockey League Championships.
- **Women's Professional Hockey:** Sportsnet 960 was the first commercial radio station to do a live play by play of Women's Professional Hockey, including a 30 minute show dedicated to women's hockey.
- **Syrian Canadian Donation Day:** 660 News aired several stories regarding the Syrian Canadians Donation Day.

### ***Fort McMurray:***

- **Sisters in Spirit Vigil:** reported on the Sisters in Spirit Vigil that was hosted by the Métis Local 1935 to honor the Missing and Murdered Indigenous Women in Canada.
- **Elsie Yanik Catholic School Grand Opening:** reported on the grand opening of the Catholic school named after the late minister, Elsie Yanik.
- **Moccasin Flats:** Reported on the review published by the McMurray Métis on the history of Moccasin Flats, a Métis settlement that was formally located in downtown Fort McMurray.

### ***Medicine Hat Radio:***

- **LGBTQ Rainbow Crosswalk:** 105.3 ROCK and 102.1 CJCY reported on the unveiling of the LGBTQ Rainbow crosswalk at MH College, and also reported on the unfortunate vandalism of the crosswalk that occurred not long after.
- **Family Violence Month:** 102.1 CJCY reported on Family Violence Month, and the efforts of the Medicine Hat Women’s Shelter Society in raising awareness to the community.
- **Inaugural First Nations:** 105.3 ROCK and 102.1 CJCY reported on the “Inaugural First Nations, Métis and Inuit Guest Speaker Series” in Medicine Hat public schools. The series involves speakers interacting with public school students as a part of an endeavour to break down negative stereotypes and introduce students to positive role models from a cultural perspective.

### ***Vancouver Radio:***

- **Desmond Cole:** NEWS 1130 covered the story of Vancouver Mayor, who said he will be reviewing the carding policy after Toronto activist, Desmond Cole was stopped by the police.
- **Women Escaping Domestic Violence:** NEWS 1130 covered the story of a group that helps women who come to Vancouver after escaping domestic violence.
- **Teen with Ethlers-Danlos Syndrome Banned from Prom:** NEWS 1130 covered the story of a teen with Ethlers-Danlos Syndrome who claimed she was banned from prom.

### ***Halifax:***

- **Halifax Transit Human Rights:** NEWS 95.7 covered the story regarding the ruling by the Nova Scotia Human rights commission, which found a bus mechanic married to an African Nova Scotian woman, was subjected to a poisonous work environment and racial discrimination and harassment.
- **Accessible Washrooms:** NEWS 95.7 featured a segment on the human rights case for accessible washrooms lead by Paul Vienneau. Mr. Vienneau challenged

the Nova Scotia Human Rights Tribunal on the right of disabled people, particular those in a wheeler chair, to be able to wash their hands in public washrooms.

- **El Jones and Me Too:** NEWS 95.7 invited local activist, El Jones to speak on the show following the release of her opinion editorial, which suggested that black women were being left out of the #MeToo discussion.
- **Peace by Chocolate:** NEWS 95.7 covered the success story of a Syrian Refugee family that came to Nova Scotia, and started a chocolate company. Tarek Hadhad started his company in a shed, and the company has now expanded and is employing 20 people.

### Collaborative Efforts

Rogers Media's multiple divisions do not work in silos. We seek collaboration from internal and external partners in order to reach the largest possible audience for our programming.



For instance, in the summer of 2018, OMNI produced the first Canadian baseball broadcast in Tagalog. A total of nine Blue Jays baseball games were introduced to the growing Filipino community, and weekly promotion was done through Sportsnet.

The Ontario election was a great catalyst for collaboration. CityNews broadcast an exclusive leaders debate, that was simulcast in Punjabi and Madarin on OMNI.

In partnership with CityNews Montreal, OMNI was able to provide the Quebec Leaders English Debate to Arabic speaking viewers by providing simultaneous interpretation.

NEWS1130 partnered with CityTV and OMNI in sharing ideas and resources relating to diversity-related stories. Daily editorial assignments are shared between the three newsrooms.

OMNI Television and Sportnet continue to collaborate on the highly successful Hockey Night in Canada Punjabi Edition broadcasts. World-FM simultaneously airs play-by-play audio of these broadcasts.

Candy Chan from OMNI was an in-studio guest on Breakfast Television to chat about the growing tensions with Canada and China in the wake of the Huawei arrest and Canadian detentions.

## Accessibility

Rogers Media recognizes that television is a primary source of news, entertainment, and sports programming for many Canadians. Therefore, it is important for us to make our programming accessible to persons with disabilities so they can be included in this everyday medium.

Our services are in compliance with all accessibility regulations; specifically, we ensure that 100% of our English-language programming, advertising, sponsorship messages and promotions are captioned. As well, we provide described video programming for people with visual impairments.

Rogers Media is an active participant in the English-language Broadcasters' Group (EBG) and we work closely with other broadcasters to improve the quality of closed captioning delivered in Canada. In November the EBG and the Captioning Consumer Advocacy Alliance (CCAA) along with other members of an industry Working Group submitted a proposal to the CRTC on a new standard for measuring the quality of live closed captioning, which it believes will improve captioning in Canada.

Last, but not least, RCI employs a bilingual Accessibility Services team; it is a small, specialized team of customer care representatives who are knowledgeable about the accessibility-specific products and services we offer. All accessibility-related calls to Customer Care can be transferred to the Accessibility Services team to ensure customer needs are fully met.

## Internships, Mentoring, and Scholarships

Rogers Media has established a number of ongoing internship, mentoring, and scholarship programs designed to promote diversity in the workplace. A few examples involving diversity in our initiatives are as follows:

- News 1130 funds a yearly award for an Aboriginal student studying Journalism at BCIT. An endowment was established in 2011 to provide bursaries for BCIT Broadcast Journalism Students in financial need with first preference given to Aboriginal students. Should there be no eligible Aboriginal applicants, the bursary will be available to any student in the program.
- Two students at British Columbia Institute of Technology each received the *OMNI Television Award in Broadcast Journalism*.
- Females and visible minorities interned at SN650 for 3-4 weeks at a time.
- 680 NEWS sponsored an award in the Broadcast Journalism program at Fanshaw College for “*Most Promising Current Affairs Producer*”. The winner in 2018, Taniya Sheikh, focused her work on sex workers at adult entertainment facilities in London, ON.
- Four scholarships of \$1000 each were awarded to deserving students in various communities as part of a corporate-wide initiative called the *Ted Rogers Scholarship Fund*. OMNI Television requested nominations from viewers for active volunteers between the ages of 16 and 24 who demonstrated leadership and making a difference in their communities. The winners were interviewed on Focus Punjabi, Focus Cantonese and Focus Mandarin on OMNI.
- Kitchener Radio stations offered the following bursaries for the Contestoga College Broadcast Radio Students:
  - John Larke Memorial Bursary: \$500
  - CHYM Year 1 Most Promising Announcer: \$250
  - CHYM Year 2 Announcer of the year: \$250
  - Country 106.7 Promotion Award: \$250

## Community and Industry Outreach

At Rogers, our dedication to being the best at what we do goes beyond meeting business targets. We’re committed to connecting with – and making a lasting impact on – communities from coast to coast. In support of this dedication we have the Rogers Employee Volunteer Program to encourage employee volunteer activities that serve the communities where we live and work. As part of this program, employees are invited to



take some time off work and use it towards a volunteer experience, either with an organization affiliated with our own Rogers Youth Fund, or with another registered charity of their choice.

## **OMNI Television**

OMNI is proudly mandated to support Canada's growing diversity and invests a great deal of time and energy building and nurturing relationships with grassroots ethnic organizations.

We maintain relationships with the communities we historically served – relationships that are based on trust, respect, co-operation and a detailed knowledge of their social and cultural practices. We also created new relationships with the regions we committed to serving in our recent OMNI Regional license. We have roundtable discussions and meet regularly with representatives of these communities and solicit feedback from community leaders, organizations and members of the public. In some instances we set up focus groups to help determine which programs will be right for our local markets.

OMNI, as a multicultural/multilingual broadcaster has a focused mandate to reflect diversity to its audiences. Our organizational structure incorporates producers who are ethno-specific and linguistically proficient in the languages in which we broadcast. Each producer is responsible and accountable for community reflection. The Community Liaison Officers (CLOs) in each of the regions OMNI serves play a key role in monitoring diversity initiatives as does the Director, Independent Production Development.

All of our OMNI stations actively pursue sponsorships and event opportunities that reflect OMNI's diversity mandate. We are deeply involved in the diverse ethnic communities we serve. Our CLOs are responsible for keeping track of all community events and community sponsorships. We support our communities through sponsorships, PSAs, on-air and online promotions, event coverage and by providing emcees for their events.

The following provides a sample of a few of the events supported and promoted by our stations in 2018:

### ***OMNI East:***

- **Suhaag Bridal Show:** OMNI talent emceed the annual Suhaag Bridal Show, which took place in the Greater Toronto Area. This bridal show is one of North America's longest running events, which cater to the growing South Asian community in Canada.

- **Yee Hong Dragon Ball Gala:** OMNI talent emceed this annual benefit gala for the Yee Hong Community Wellness Foundation. The gala is one of Toronto's premier galas and the largest fundraising gala in North America celebrating Chinese New Year.
- **Centre for Immigrant & Community Services 50th Anniversary Gala:** OMNI and 680 NEWS talent emceed this gala celebrating 50 years of empowering newcomers and immigrants in Toronto and York Region.
- **Immigrant Business Expo:** OMNI was present at this event organized by New Horizons Media, in collaboration with the City of Toronto and a number of leading immigrant-serving organizations in Toronto. The third annual Immigrant Business Expo (IBE) is a one-day exhibition including workshops and small business clinics assisting newcomer, refugee and immigrant business owners.
- **Toronto Ukrainian Festival:** OMNI was present at North America's largest Ukrainian Street Festival, featuring authentic Ukrainian food and beverages, Ukrainian performers from the Greater Toronto Area, Canada, the USA and Ukraine, including dancers, vocalists and musicians.

#### **OMNI Pacific:**

- **2018 Bridge to S.U.C.C.E.S.S. Gala:** OMNI talent emceed the annual Bridge to S.U.C.C.E.S.S. gala- a signature event in the Chinese community that attracts over 800 like-minded philanthropists, community leaders, government officials and senior volunteers for an evening of fine dining and entertaining while support S.U.C.C.E.S.S. and its mandates.
- **Night of Miracles BC Children's Hospital:** OMNI sponsored this event, which has raised over \$5 million for the BC Children's Hospital. Close to 500 business leaders and philanthropists from the South Asian community attend the event. Money raised at this event has gone toward cutting-edge equipment and programs that ensure frontline care providers have what they need to save children's lives.
- **DTES Heart of the City Festival:** OMNI was present at this festival which featured 150 events, telling the stories, hopes, dreams and issues of the Aboriginal community.
- **Monsoon Arts Festival-** OMNI was present at this festival, which highlights the heavy monsoon rains of India that take over the country on an annual basis. In its second year, the spotlight was on South Asian theatre including the critically acclaimed play *Burq Off* from New York, an Indian classical dance drama

Malavika performed in Hindi, and workshops and readings throughout the Festival.

**Vancouver Pride:** OMNI supported KiSS Radio in promoting the various events associated with Pride Week.

### ***OMNI Prairies:***

- **Asian Heritage Festival:** OMNI staff were present at this festival, which was held during Asian Heritage Month in Manitoba. The event celebrated and promoted Asian-Canadian culture and identity by bringing together communities to share their diversity through music, dance and martial arts demonstrations.
- **Lunar New Year Extravaganza:** OMNI staff were present at this event in Edmonton, in celebration of the Chinese New Year. OMNI also promoted this event on-air and online.
- **Jagran Hindu Festival:** OMNI talent were present, and broadcast live from this event, where they were welcomed on stage as special guests. OMNI also promoted the festival on-air and online.
- **Vaisakhi Mela Parade:** OMNI staff were present at this annual event in celebration of the Nagar Kirtan. OMNI promoted this event on-air and online, and participated in the parade. OMNI talent also hosted the event.

### ***OMNI Québec :***

- **Music Heals:** OMNI staff were present at this benefit concert geared to raise awareness and research funds towards a cure for Polycystic Kidney Disease.
- **Walk to end PKD:** OMNI talent attended and participated in this fundraiser event in support of those living with Polycystic Kidney Disease.
- **Semaine Italienne:** OMNI talent emceed and participated in Montreal's Italian Week festival, which celebrates Italy's beauty, including its fashion, music, art and culture. .

## Community Engagement

### *OMNI Advisory Councils*

The OMNI Advisory Councils assist local ethnic communities that wish to become involved with OMNI and ensure that Rogers provides an appropriate level of programming commensurate with the demographics of each market where OMNI operates.

In March and October 2018, Rogers hosted OMNI Advisory Council meetings with our members in the Eastern, Pacific, Prairies and Quebec regions. The meetings included an update on programming, sales and community outreach, as well as a discussion of the upcoming 9(1)(h) hearing. Members provided valuable feedback at these meetings, identifying strengths and areas for improvement.

The members of the OMNI Advisory Councils were carefully selected to provide strong representation of the various ethnocultural communities within OMNI's broad service mandate and because they possess a diversity of skill sets and experience.

### *OMNI Prairies Advisory Council:*

#### **CALGARY:**

**Josephine Pon:** Josephine Pon immigrated from Hong Kong, and has always been proud to give back to the community who opened their arms to her and her family by volunteering as a Board Member and Board Chair of Immigrant Services Calgary for several years. In addition to participating on the Boards of various business associations and non-profit organizations. Josephine has a wealth of work experience in banking for over twenty years, including having worked in various roles at Canada Mortgage and Housing Corporation. Josephine was also the Regional Manager, Business Development responsible for multicultural banking in the Prairie Region for a major chartered financial institution, which helped her gain a better understanding of multiculturalism and a greater appreciation of the importance of immigrants who call Canada their new home. Currently, she is the Vice President of the Taste of Asia Group Inc.

**Mushegh Asatryan :** Mushegh Asatryan is an Assistant Professor of Arabic and Muslim Cultures at the University of Calgary, where he teaches courses on the history of Muslim civilization. Mushegh grew up in Armenia, and has studied in Egypt, Iran, Hungary, Armenia. He has received his PhD from Yale, following which, he taught and conducted research in various institutions in the US, UK, and Canada.

Mushegh's research is about the religious and social history of the Islamic Middle East in the middle ages, and he is the author of one monograph and several peer-reviewed articles on Islamic history. His current projects include a study of early Islamic polemical literature, and the history of the Nusayri sect in medieval Syria.

## **EDMONTON:**

**Erick Ambtman:** Erick Ambtman is the Executive Director of the Edmonton Mennonite Centre for Newcomers and knows firsthand the multicultural issues and challenges present in Alberta. He is well known in Edmonton as the main organizer of the prestigious RISE Awards (Recognizing Immigrant Success in Edmonton). Ambtman began working for the City of Edmonton and is now a Senior Project Manager for Community Services. Ambtman was selected as a “Top 40 under 40” in Edmonton by Avenue Magazine in 2011. He holds a Master’s degree from the London School of Economics.

**Beryl Bacchus:** Beryl Bacchus is the Marketing Director for the West Edmonton Mall (WEM), North America’s largest mall boasting 54 million square feet. She organizes, markets, and executes over 350 events at WEM annually. Previously, Bacchus was the Executive Director of the Global Visions Film Festival, Canada’s longest running documentary film festival dedicated to documentaries from around the world. Her dedication and work in the community has been recognized as she was named a “Top 40 under 40” by Avenue Magazine as well as nominated as a “Woman of Distinction” with the YWCA Edmonton for arts and culture.

## **SASKATCHEWAN:**

**Rhonda Rosenberg:** Rhonda has been working with the multicultural community in Saskatchewan for 20 years in a variety of roles. Prior to joining MCoS, she was the Executive Director of the Saskatchewan Association for Multicultural Education. Rhonda is also a Youth Leadership Coordinator at the United Way of Regina and a teacher/counsellor at the Cornwall Alternative School. She has expertise and experience in multiculturalism, anti-racism, education, youth leadership, experiential education, cross-cultural education, non-profit management, and policy governance.

## MANITOBA:

**Ron Cantiveros:** The Filipino Journal is a family-run community newspaper founded in 1987 by Ron's parents. The newspaper has had an integral role in chronicling the history, growth and achievements of Filipinos in Winnipeg. In addition to the family newspaper, Ron's family is also involved in the food services industry. As the Marketing Director for Cantiveros Family Foods and Hot Rod's Filipino Grill, Ron ensures their service is focused on production of Manitoba-made Filipino food products. Ron is an Advisor for the Manitoba Filipino Business Council, and previously served as a Director for the Manitoba Filipino Street Festival and the Winnipeg Chamber of Commerce. In 2012, Ron received the Exceptional Small Business Award at the Manitoba Filipino Business Council Gala Awards.

### *OMNI Pacific Advisory Council*

## BRITISH COLUMBIA:

**Queenie Choo:** Queenie has held many senior leadership positions in varied organizations. She was appointed as the CEO to commission the first culturally based seniors care home in Edmonton Alberta. As well, Queenie has a strong background in quality and service evaluation focusing on service deliverables. Based on her excellent tracked record in this area, in 2010 she was appointed as the Executive Director responsible for redesigning the home and community health system within Alberta Health Services. With her strong background in community services and effective leadership ability, in 2012, she was appointed as the CEO of S.U.C.C.E.S.S., the largest non-profit social service organization in BC. Queenie was recognized as the Queen Elizabeth II Diamond Jubilee award recipient for her community contributions.

**Neelam Sahota:** Neelam is the Chief Executive Officer of DIVERSEcity Community Resources Society, a community serving organization specializing in the settlement of new Canadians in the Surrey, North Delta, Langley and White Rock regions of the Lower Mainland in BC. Neelam has extensive experience in the not-for-profit, corporate and government sectors. Her passion lies with connecting the local community, especially newcomers, to resources that assist them in becoming connected and contributing members of society. Neelam is an alumnus of Simon Fraser University where she was the recipient of the President's Entrance Scholarship. She is also a Certified Professional Accountant with her legacy designation from the Certified General Accountants Association of BC.

**Alden Habacon:** Alongside his Director position at UBC, Alden is the Founder and Publisher of Schema Magazine, and Co-Founder of the Asian Canadian Journalists Association. He speaks on the evolution and future of multiculturalism and is well-known

in the Lower Mainland for his work around building more inclusive, dynamic, and intercultural communities. He is the recipient of the 2010 Power of Peace Award of the YMCA of Greater Vancouver and the 2011 Leadership Honouree of National Association of Asian American Professional (NAAAP) Vancouver. In 2012, Habacon was the recipient of the Maharlika Award in Leadership and is a recipient of the Queen Elizabeth II Diamond Jubilee Medal Award for his work in multiculturalism and intercultural understanding.

**Anita Huberman:** Having been involved in the Surrey Board of Trade for 21 years, and being CEO for 8 years, Anita oversees 400 volunteers, a budget of nearly \$1 million and has created new award programs celebrating community, volunteerism, leadership, family and health. In addition to her work at the Board, she has taken leadership roles in organizations such as the National Film Board, the Surrey Civic Treasure Committee, the Ronald McDonald House campaign cabinet, and the SFU India Advisory Council. She was also a nominee of the 2013 YWCA Women of Distinction Award and named one of Business in Vancouver's Top 40 Under 40 in 2011. Through a generous contribution to SFU, Anita established an undergraduate scholarship in FCAT to support full-time undergraduate students pursuing a Bachelor of Arts degree in the School of Communication.

**Sonny Wong:** Sonny's strategic and creative sensibilities have found their way into many initiatives. From award-winning advertising campaigns, to major events, to product development, to business start-ups, Sonny is a leadership and values driven individual who brings his unique insights to any project. Socially and environmentally motivated, he is learning to reconcile his job as a marketer (which encourages people to consume more) with his sustainability tendencies, and admits it's an ongoing struggle. In his spare time, when he has any, he cycles and is a collector of people and ideas

**Sung Van:** Sung is the owner and creative director of Latitude Agency, a boutique brand and design agency in Vancouver. He has over 20 years' experience providing strategy, marketing, communications, creative and design services to public and private sector companies in British Columbia. Sung is also an active volunteer in the Vancouver community, and each year, Sung dedicates Latitude resources to providing pro bono communications services to the charitable sector. Sung has served on the Board of Vancouver Community College and is currently President of the Canada/Korea Business Association, a non-profit organization that works to enhance business and trade relations between Canada and South Korea. Sung has a Bachelor of Fine Arts from the University of Victoria and a diploma in Marketing Management from BCIT. He is a member of the Society of Graphic Designers of Canada and the Vancouver Board of Trade.

## ***OMNI East Advisory Council:***

### **ONTARIO**

**Cindy Fan:** In addition to her successful career in the real estate market, Cindy is also an agent for the Taiwanese company Naruko Boutique, distributing its beauty products in Canada. She holds an Engineering degree from the University of Toronto. Cindy was elected as the President of the Taiwan Entrepreneurs Society Taipei/Toronto. She was also the Director of Taiwan Entrepreneurs & Investors Associations of Canada. Cindy is an active member of the Taiwanese and Chinese communities in the GTA. She has also made great efforts in improving the Chinese learning environment for young students interested in Mandarin and Chinese cultural courses.

**Marcus Kolga:** Marcus is a Communications and Brand Strategist, Journalist, Political Activist, and award winning Documentary Filmmaker. In 2009, Marcus's Liefra Communications, a graphic design and communications firm, developed and designed an extensive multimedia project for the Victims of Communism Memorial Foundation in Washington D.C. The online museum was selected by Communication Arts Magazine as one of the best websites of 2010. Marcus is also the co-Founder of the Central and Eastern European Council in Canada, a Director of the Estonian Foundation of Canada, Board Member of the Council to Protect Canadians Abroad, and Canadian Advisor to the Inter-Parliamentary Group for Justice for Sergei Magnitsky.

**Wilbert Lai:** Wilbert has a B.Com (Hon.) degree from the Chinese University of Hong Kong and an MBA degree from the University of Minnesota in the United States of America. He is also a Certified Management Accountant. He was a Vice President of the Chinese Professional Association of Canada (CPAC) and its Education Foundation for four years and is an Advisor to the SEAS Community Centre. He has been a frequent commentator on and columnist in media including OMNI-TV, World Journal, Ming Pao Daily News and Sing Tao Daily. He taught at Centennial College and the School of Continuing Studies at the University of Toronto. He has served on the Advisory Council of ACCE. Wilbert was President of ACCE from 1998 – 2002 and co-founded the Chinese Canadian Entrepreneurs Awards in 1997.

**B.K. Sethi:** B.K. holds an MBA in Marketing from Michigan University. After working with Multinationals in Sales and Marketing for several years, he started his own Food Importing Company. B.K. has also consulted Multinationals including Robin Hood Multifoods, Unilever, Kraft, Heinz, Dairy Board of Canada and others looking for ethnic savvy marketing. He has won numerous awards, including a Canadian Grand Prix New Product Award for his India House brand, Business Excellence Award by Scarborough Chamber of Commerce and others.



**Dr. Gina Valle:** Gina speaks several languages and holds a PhD in Teacher Education & Multicultural Studies from The Ontario Institute for Studies in Education (OISE) at the University of Toronto. Prior to receiving her PhD, Gina earned a Masters of Education in Curriculum and Bachelor of Education (Ontario Teacher's Certificate). Through her organization, Diversity Matters, Gina champions multilingual children's literature and heritage initiatives in her community. Gina was invited to be a mentor to young girls at the only Girl's Leadership Academy of its kind in Ontario. Gina received the Diamond Jubilee Medal from the Office of the Governor General for her significant work in diversity through her organization Diversity Matters.

#### **NEWFOUNDLAND & LABRADOR:**

**Dr. Lloydetta Quiaco:** Lloydetta holds a B.A. (Hons.) and M.A. at Memorial University of Newfoundland, Canada. Since 1998 she has worked on community development projects with immigrant/refugee families in the areas of language acquisition and adjustment to Canadian society in Newfoundland and Labrador. Lloydetta serves on the National Steering Committee of the Canadian Coalition for Immigrant Children and Youth. She is one of the NGO representatives on the Program and Dissemination Committee and the Education Domain Committee of the Atlantic Metropolis Centre of Excellence for Research on Immigration, Integration and Cultural Diversity. Lloydetta also volunteers as a community representative on the Macdonald Drive Elementary School Council and on the board of the Refugee Immigrant Advisory Council. From 2001 to 2005, she was president of the Multicultural Women's Organization of Newfoundland and Labrador and Chair of the Advocacy Committee of the National Organization of Immigrant and Visible Minority Women of Canada.

#### **NEW BRUNSWICK:**

**Alex LeBlanc:** Alex brings over 10 years of experience from the non-profit sector, including work with youth, persons with disabilities, and now with the multicultural community. He is extremely passionate about New Brunswick cultural diversity and social inclusion. In his role as Managing Director, Alex leads the strategic and operational planning for NBMC, as well as government relations, partnership development and overall staff management. NBMC is a bilingual, not-for-profit, umbrella, organization committed to supporting immigrant-serving agencies, and multicultural and ethno-cultural associations in the province. Since 1983, NBMC has facilitated member, government and community efforts to make New Brunswick the province of choice for both newcomers and residents, through enhancing the economic, social and cultural value of diversity.

## **OMNI Québec Advisory Council :**

**Hector Giraldo :** Hector is an Entrepreneur with B2B experience delivering IT and web products to the Montreal SME sector. He oversees brand and web site traffic growth through SEO, Google Analytics-Adwords, and social media. Hector has over 15 years of experience in the theme park and retail industry dealing in daily operations with high traffic environments.

**Hasan Al-Shawa:** Hasan has accumulated over 31 years of experience in business development and real estate in North America, Europe, and the Middle East, and has been involved in investment & real estate projects since 1986. Hasan was also the President of the National Council on Canada Arab Relations, a 35 years old Ottawa based political advocacy organization. Hasan has held board seats and senior executive positions with several other Canadian NGO's, and was involved with several Canadian Government Ministries and bodies on policies dealing with the Canadian Arab community, foreign policy, and business relations. He and his wife were members of the Prime Minister of Canada's Round Table Conferences across the Country in 2010 & 2011 covering the Canadian Economy, and the Immigration & Citizenship Policy. Hasan is also a member of the Advisory Board of the Al-Shawwa Family Educational Fund and a co-founder and member of the Board of Directors of Physinorth Acquisitions Corporation Inc..

**Melpa Kamateros:** Melpa holds a BA in Political Science and a graduate diploma in Community Politics and the Law at Concordia University. She is one of the founding members of the SOAFS, an organization that is dedicated to providing culturally and linguistically adapted services to victims of family violence, primarily from ethno-cultural communities. Melpa is the Architect of the Ethnic Media Outreach Program, where information on family violence has been produced and disseminated in 16 languages and to many communities. In November 2005, she was recognized by the Ethnic Press and Media Council of Canada.

**Pastor Joseph Junior Clormeus:** Pastor Clormeus is an Administrator and Vice-President of Federation of Haitian Regional Associations of the Diaspora (FARHED) and is a Consultant with the International Association of Social Causes, Montreal. In addition, he is also Pastor with Bethsaida, Montreal. Pastor Clormeus holds a Bachelor of Business Administration from the School of Infotonics, Port-au-Prince as well University Studies in Law, Faculty of Law and Economics, from St-Louis de Gonzague Institution, Port-au-Prince. He also holds a Master of Public Administration from National School of Public Administration (ENAP), Quebec and is currently working towards completing his PhD in Public Administration (Analysis and Management of Public Policies). Pastor Clormeus is engaged in his community and works with various levels of government, business and community leaders on social issues, vulnerable

cases, settlement causes and socio-economic integration of newcomers to the Province.

**Tania Alfonsi:** Tania has nearly 10 years of legal and compliance experience in financial services. She is currently a Legal Advisor in Institutional Compliance where she is primarily responsible for the oversight of legislative and regulatory monitoring of issues relating to the Group Benefit and Group Retirement business. In addition, she supports Group Benefit and Group Retirement strategic transformational initiatives as the compliance and legislative lead, including risk reviews. She is currently working with internal stakeholders on the redesign of the monitoring, communication, analysis, and implementation of legislation to ensure effective support to the Institutional business organization, including coaching and developing resources. Tania was a member of the Executive Committee of the National Congress of Italian Canadians (Quebec), and is a member of the Board of Association of Italian Canadian Jurists of Quebec. Tania holds a Bachelor of Arts in Political Science from Concordia University, a Law Degree and Master's Degree from Université de Sherbrooke.

## City Stations

City actively pursues sponsorships and event opportunities that reflect our diverse audiences. City also has many diverse community sponsorships that have been in place for many years. These legacy projects tap into the fundamental fabric of these communities and we take pride in our role supporting the communities we serve. Host appearances play a large part in our diversity sponsorships. Integrating *Breakfast Television* hosts into diverse events is a very important part of developing our relationships with pillars in the community. Community Calendars support hundreds of events per year and diverse and multicultural events are often showcased.

A small sample of events featured on City through our community calendars or live coverage on *Breakfast Television*, *Dinner Television*, *CityNews*, and *CityLine* in 2018 include:

### **City Toronto:**

- **3<sup>rd</sup> Annual Eid & Canada Day Dinner:** CityNews talent emceed the 3<sup>rd</sup> Annual Eid & Canada Day Dinner, hosted by The Canadian-Muslim Vote. The event was geared towards celebrating and encouraging civic engagement of the diverse communities that make up Ontario.

- **WomenACT-Soul of a Warriors Wards:** CityNews talent emceed this gala for front line shelter workers who go above and beyond to help women and children fleeing violence at home.
- **International Women’s Day:** Breakfast Television featured a special 3-hour show focusing on International Women’s Day and the issues, triumphs and lessons society has faced. The show included a special panel on women’s rights, a visit by PM Justin Trudeau, and discussions surrounding #MeToo and the Time’s Up Movement.
- **BT Special Pride Show and Week:** Breakfast Television put the lens on the issues members of Toronto’s LGBTQ community currently face as the festival launched in the city. The segment included interviews with the Executive Director of Pride Toronto, activists and organizers.

**City Vancouver:**

- **Polar Plunge for Special Olympics BC:** Breakfast Television talent emceed this annual event where thousands of Plungers across North America raise funds and awareness for Special Olympics in a tradition started by the Law Enforcement Torch Run. Funds raised help support Special Olympics BC’s year-round sport programs and competitions for more than 4,400 individuals with intellectual disabilities.
- **šxw?amət (home):** Breakfast Television sponsored this production as a part of the Theatre for Living BC and Alberta Tour. The production was created and performed by an Indigenous and non-Indigenous cast to raise the issues of Reconciliation.
- **Walk Tall Gala:** Breakfast Television talent emceed the Walk Tall Gala, hosted by BC Children’s Hospital Foundation. The gala raises funds for the Limb Lengthening and Restructuring Program at the BC Children’s Hospital, and it was promoted on Breakfast Television during a live segment aimed to teach viewers about the program.
- **SUCCESS Walk With the Dragon:** Breakfast Television promoted the S.U.C.C.C.E.S.S. Walk With the Dragon event on their community calendar. Walk with the Dragon is known as one of Vancouver’s elite community-based fundraising events. The Foundation raises funds to maintain and enhance

important S.U.C.C.E.S.S. services and programs for those in need in the Metro Vancouver communities, particularly new immigrants, seniors and youth.

### ***City Montreal:***

- **Montreal Pride Parade:** Breakfast Television talent took part in the Montreal Pride parade, and showed footage during the show. CityNews also reported on the parade, and Breakfast Television spoke about the parade the following day on the show.
- **Israel Day Rally:** Breakfast Television talent hosted the Israel Day Rally-to celebrate the country's 70<sup>th</sup> birthday. Coverage of the event was featured on the show.
- **Oui Expo:** Breakfast Television promoted the Oui Expo- a tribute to African Caribbean culture, on its community calendar.
- **Black Women's Expo:** Breakfast Television promoted the first international black women's expo on its community calendar. The event took place at Place Bonaventure.

### ***City Saskatchewan:***

- **India Night 2018:** CityTV promoted this lively celebration of Indian cuisine and entertainment organized by Indo-Canadian community members.
- **Queer City Cinema & Performatorium 2018:** CityTV promoted and attended this event which was comprised of performance art and films by QTBIPOC (Queer, Trans, Black, Indigenous, People of Color). The focus of the event was to provide much needed public exposure and representation by QTBIPOC, and to assist in a dialogue to further address racism, and the role that art and artists play in advancing social insight, activism and change.
- **Parkinson Super Walk 2018:** CityTV promoted this fundraiser walk, which took place all across Canada in support of services, research, advocacy and education around Parkinson's disease.
- **Canadian Western Agribition:** CityTV promoted this annual agricultural fair and trade event which featured an Indigenous Ag Summit and First Nations Pavilion.

- **Regina International Film Festival & Awards (RIFFA):** CityTV promoted this annual international film festival geared towards helping individuals living with mental healthy challenges, sexual abuse and gender discrimination.

### **Cityline:**

Cityline often provides tickets to community events in support of diverse groups and organizations. Cityline provided tickets to the following events in 2018:

- Annual Pink Ribbon Fundraiser
- Women’s House serving Bruce and Grey Gala
- MumNet (helps women face the challenges of motherhood by fostering their emotional, mental and physical well-being) Fundraiser
- Sofina Foundation (supports the Children’s Wish Foundation & the Sunshine Foundation of Canada) Fundraiser
- Georgetown Acton Walk for ALS
- Huron Shores Hospice Event
- Cook For the Cure Strathroy
- Toronto Hospital for Sick Kids
- MacKenzie Health Gala
- United Way (Via Cheerios)
- Georgina Cares Event (raises money to allow kids to play sports when their parents can’t afford it)

### **Radio Stations**

Rogers radio stations also actively engage with their local community by disseminating information about events for diverse communities either through promotion, coverage, participation, or attendance.

A sample of the events covered by our radio stations in 2018 include:

### **Toronto Radio**

- **St. Joseph’s Toronto West Halloween Fest:** 98.1 CHFI was present for this festival where children dress in their spookiest costumes, in support building a new kid’s emergency at St. Joseph’s Hospital. Morning Show hosts Darren & Mo were on-site to meet fans. The station played music and covered this event live on social media.
- **6<sup>th</sup> Annual HUM awards:** 680 News had on-air and online promotion for the HUM TV awards. HUM TV is Pakistan’s leading entertainment channel.

- **Shoppers Love. You. Run for Women:** 680 News promoted this event, which was held in 15 cities across Canada. The event was in support of women's mental health programs.
- **37th Annual Terry Fox Run at Wilket Creek Park:** KiSS 92.5 hosted this event, and the station promoted it on-air and had event listings posted on its website.

### ***Kingston Radio:***

- **Walk for Alzheimer's:** K-Rock 105.7, Country 93.5 and KiSS 102.7 carried on-air and online promotions for this event in support of the Alzheimer's Society. This was the first year that the Society held this fundraiser for providing programs and support for people living with Alzheimer's. Station talent also emceed the event.
- **Resolution Run:** K-Rock 105.7 and Country 93.5 and KiSS 102.7 carried on-air and online promotions for this event in support of the CanAssist African Relief Trust.
- **Easter Seals Volleyball Tournament:** K-ROCK 105.7, Country 93.5 and KiSS 102.7 carried on-air and online promotions for this event in support of the Easter Seals children and youth with physical disabilities.

### ***Kitchener Radio:***

- **Coalition of Muslim Women of KW: Muslim Women Through A Diverse Lens:** CHYM 96.6, COUNTRY 106.7 and 570 News supported this public event that provided the opportunity to personally interact with Muslim women locally and from across the globe. The stations carried on-air and online promotions for this event.
- **Sexual Assault Centre Cirque du SASC:** CHYM 96.6, COUNTRY 106.7 and 570 News supported this event in support of the Sexual Assault Centre that supports survivors of sexual violence. The stations carried on-air and online promotions for this event, and CHYM 96.6 provided an emcee.
- **St. Mary's- RedDAY:** CHYM 96.6, COUNTRY 106.7 and 570 News supported this event in support of local cardiac services and awareness for women's heart healthy. The stations carried on-air and online promotions for this event, and wore red in support of the women they love.

### ***Sault Ste. Marie:***

- **Walk-a-Mile in Her Shoes:** KiSS 100.5 and COUNTRY 104.3 promoted this event in support of raising awareness to the issue of violence against women and children. The stations attended the event and had live coverage.
- **Indigenous March:** KiSS 100.5 and COUNTRY 104.3 promoted the 11<sup>th</sup> annual memorial march for missing and murdered Indigenous women and girls.
- **Easter Seals:** KiSS 100.5 and COUNTRY 104.3 promoted this event in support of children and youth with physical disabilities. COUNTRY 104.3 Morning Show host, Jeff McNeice hosted the event.

### ***Sudbury Radio:***

- **MS Society Golf Tournament:** KiSS 105.3 supported this event with live coverage, as well as on-air and online promotion.
- **YWCA Women of Distinction Awards:** KiSS 105.3 was a major media sponsor for this awards ceremony which is help to improve the lives of women and girls by promoting equality, economic security and lives free from violence. The station carried on-air and online promotion for the vent.
- **Dining in the Dark:** 92.7 ROCK and KiSS 105.3 supported this event in support of the Canadian National Institute for the Blind with on-air and online promotion.

### ***Timmins Radio:***

- **Fierte Timmins Pride:** KiSS 99.3 and 92.1 ROCK staff participated in the Pride festivities. The stations had their joint vehicle in the parade and the teams set up a booth with signage at the rally.
- **Take Back The Night:** KiSS 99.3 and 92.1 ROCK supported this event in support of women's safety by leading the march throughout the city with the joint station vehicle.
- **National Aboriginal Day:** In celebration of Canadian Aboriginals, KiSS 99.3 and 92.1 ROCK set up a booth with signage and participated in activities in the city.



### ***Calgary Radio:***

- **Pink De Mayo:** 95.9 CHFM had on-air and online promotions for this comedy event in support of Women's Health organizations in the city.
- **Special Olympics Calgary Golf Classic:** Sportsnet 960 personality hosted this fundraiser breakfast in support of funding for athletic programs for individuals with disabilities. Sportsnet 960 also broadcast this event live.
- **Batting against Breast Cancer Tournament:** KiSS 95.9 and JACK 96.9 broadcast live on-site from this baseball tournament to raise money for the Canadian Cancer Society. Sportsnet 960 personalities also emceed the event.

### ***Chilliwack Radio:***

- **Chilliwack Children's Foundation:** Star 98.3 supported the Chilliwack Children's Foundation numerous times throughout the year by promoting and attending a variety of fundraisers.
- **Martini Mingle:** Star 98.3 hosted an annual Martini Mingle, which raised funds towards Chilliwack Community Services and School District #33 to help feed hungry children.
- **Father-Daughter Ball:** Star 98.3 held a Father-Daughter Ball with proceeds going towards the Canuck Place Children's Hospice.

### ***Grand Prairie Radio:***

- **PRIDE:** ROCK 97.7 street team attended the PRIDE celebrations at the park, as well as the Part in White. The station also promoted the event through on-air announcements.
- **PARDS:** ROCK 97.7 promoted this fundraiser for Peace Area Riding for the Disabled (PARDS) through on-air mentions, and participated in the fundraiser.
- **MS Walk:** ROCK 97.7 host the MS Walk each year, and promote the event with on-air mentions.

### ***North Bay Radio:***

- **PRIDE Walk:** KiSS 100.5, 101.9 ROCK and COUNTRY 600 provided media coverage of the North Bay PRIDE Walk and flag raising at city hall.
- **Run for the Cure:** KiSS 100.5, 101.9 ROCK and COUNTRY 600 were Media sponsors for the Run for the Cure, in support of those battling breast cancer. Station staff participated in and emceed the event.
- **Polar Plunge for Special Olympics:** KiSS 100.5, 101.9 ROCK and COUNTRY 600 were Media sponsors for the Polar Plunge in support of Special Olympics.

### ***Medicine Hat Radio:***

- **Medicine Hat Kidney Walk:** 105.3 ROCK supported this event geared towards raising funds and awareness for kidney disease and organ donation. The station promoted this event with on-air and online promotion, as well as having talent emcee the event.
- **Festival of Trees Gala:** 105.3 ROCK supported this gala geared towards raising money for the Santa Claus Fund to help needy children. The station promoted this event with on-air and online promotion.

### ***Edmonton Radio:***

- **Vaisakhi Mela Parade:** 101.7 World FM promoted the annual Nagar Kirtan Sikh celebration with event listings, on-air promotion, team participation and social media mentions.
- **Edmonton Woman's Show :** 101.7 World FM promoted this event with event listing, contesting, on-air and online promotions, and street team appearances. This event focused on recreational and professional topics and services specifically aimed at a female audience.
- **Expo Latino-** In celebration of the Latino culture, 101.7 World FM promoted this event with event listing and on-air promotion.
- **Diabetes Canada:** 101.7 World FM staff volunteered to run the 50/50 fundraiser for Diabetes Canada at an Edmonton Oilers game.

### **Winnipeg Radio:**

- **2018 Indspire Awards:** CITI-FM and KiSS 102.3 staff were present at this awards ceremony in support of Indigenous Education.
- **Winnipeg Pride Parade:** KiSS 102.3 announcers emceed the Winnipeg Pride festivities, and supported the parade with on-air and online promotion.

### **Audience and Community Feedback in relation to Diversity**

Our television and radio stations provide multiple touch points for listener and viewer feedback on all aspects of our programming, including diversity issues:

- Viewers and listeners are provided with various opportunities (e.g. toll-free talkback phone lines, email links from station websites, etc.) to comment on our programming;
- Our OMNI stations have more formalized consultative procedures to solicit feedback from our audiences. For example, the CLOs conduct regular meetings with different ethnocultural groups to get feedback from the community concerning our ethnic programming in addition to the OMNI Advisory Council meetings; and
- Employees whose functions include Audience Relations or Community Relations are often responsible for reviewing specific comments about the programming on any of our stations. They often consult with station managers or other counsel (i.e. Legal or Regulatory), depending on the issues involved. Specific CRTC or Canadian Broadcast Standards Council complaints are handled by the Regulatory department.

On a broader, more consultative basis, station managers and senior programming staff are also involved with more general programming concerns or complaints. The feedback received is used to update our programming in areas of concern or deficiency. However, it is also used to develop diversity initiatives to further examine and communicate issues that reflect Canada's multicultural reality.

At the local level a number of our stations obtain feedback through online viewer participation that is open to all members of the public. Through this forum, viewers can express their opinions and comments which are reviewed by station management and staff. We launched this initiative to encourage viewers of *Breakfast Television* to engage with our stations. An on-air marketing campaign was produced and aired to alert viewers to this new initiative.

## Objectives for 2019

In the Rogers Media 2018 Diversity Report, we have outlined many of our accomplishments for this year with respect to diversity in our television and radio operations including employment practices, programming, and community outreach initiatives. Rogers Media recognizes the importance of diversity on-air as well as within our corporate culture.

The goal for 2019 is to further develop the diversity of our workplace and the content offered on our stations including further collaborative projects between OMNI, City, and our radio stations. We are also looking forward to continuing to work closely with our OMNI Advisory Councils to enhance OMNI's presence and relevance in the communities it serves. We hope to create new and exciting content across multiple platforms that will serve a diversity of communities and interests.