

2018 REPORT ON CULTURAL DIVERSITY

January 31, 2019

1. **CORPORATE COMMITMENT**

Sirius XM Canada Inc. (“**SiriusXM Canada**”) is the country’s leading audio entertainment company. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; and exclusive talk and entertainment. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at siriusxm.ca.

SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM is also a leading provider of connected vehicle applications, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

SiriusXM Canada has been designated as one of Canada’s Best Managed Companies nine years in a row and is currently a Platinum Club Member.

Our objective is to communicate and foster acceptance of cultural diversity throughout our organization because cultural diversity is a key part of our corporate culture. We are committed to fostering a work environment that respects, celebrates and encourages the diversity of our workforce and produces programming that reflects the diversity of Canada.

SiriusXM Canada’s approach to diversity in our radio operations is guided by the Canadian Association of Broadcasters’ (“**CAB**”) Best Practices for Diversity in Private Radio, adopted by the Commission in BPN 2007-122. In the *Commercial Radio Policy* 2006, the Commission had acknowledged that the CAB’s Best Practices, along with the reporting template developed by the CAB, would be effective tools for improving diversity in commercial radio.

This report provides detailed information with respect to eight areas:

* Application and measurement;
* Corporate accountability;
* Recruitment, hiring and retention;
* Internship, mentoring and scholarships;
* Programming;
* News and information programming;
* Community and industry outreach; and
* Internal communications.
1. **APPLICATION AND MEASUREMENT**

SiriusXM Canada is regulated under the *Employment Equity Act*, SC 1995, c 44. Technologies and processes are in place to facilitate our reporting requirements under the Legislated Employee Equity Program (LEEP).

1. **CORPORATE ACCOUNTABILITY**

SiriusXM Canada is dedicated to diversity and, as such, accountability for the program starts with the President and CEO, Mark Redmond. Oversight at the corporate level also includes Gabrielle D’Alonzo, Director of Human Resources.

In addition to their responsibilities within the company, management and staff are encouraged to become involved in cultural diversity initiatives within the company.

1. **RECRUITMENT, HIRING AND RETENTION**

SiriusXM Canada is committed to cultural and diversity management in both our programming and non-programming operations. We ensure that equal opportunity exists for all employees in all aspects of employment while maintaining the principle of merit as the basis for all employment and promotion opportunities.

We are committed to the development and continuous improvement of employment practices and procedures with the objective of ensuring fair and equitable representation of Canada’s cultural diversity within our workforce.

The tagline for all career postings is “SiriusXM Canada is committed to equity in employment and programming.” Career vacancies are posted internally and on widely-accessible job boards such as Indeed and LinkedIn to encourage as many qualified applicants as possible. Human Resources staff and recruiters use behavioural-based interviewing techniques that draw information from specific questions to assess the skills and competencies necessary to fill each position.

We have reviewed the impact of foreign accreditation on our hiring processes. Specific to Programming, the company has successfully sourced Canadian employees for the few vacancies that have existed. Therefore, foreign credentials have not been of concern within the recruitment process.

1. **INTERNSHIP, MENTORING AND SCHOLARSHIPS**

SiriusXM Canada has an internship program within our Programming area which partners with several post-secondary institutions. Given that our broadcast studios are located in Toronto, we draw interns from Toronto’s diverse and multicultural population and are encouraged that applications from the designated groups continues to increase. All internship postings note that “SiriusXM Canada is committed to equity in employment and programming.” We continue to be excited to provide valuable work experience to the next generation of radio broadcasters.

1. **PROGRAMMING**

SiriusXM Canada provides diverse nationwide programming that reflects the cultural diversity of Canada and promotes channels that are targeted to specific cultural groups. Since 2012, we have launched and promoted several new channels dedicated to the cultural diversity of Canada, including Canadian Indigenous Peoples’ Radio, FrancoCountry, Chansons, CBC Country, Influence Franco, Canada Talks, and Canada Laughs. Our wealth of diverse programming has been available to Canadians since 2005 and includes the following:

* Canadian Indigenous Peoples’ Radio – since 2011, we have broadcast the best in Indigenous Canadian music;
* Influence Franco, ICI Musique Franco-Country, ICI Musique Chansons – music programming for French-speaking Canadians;
* Venus – music programming for women;
* 50s on 5 and The ‘40s Junction – music for Baby Boomers and elderly Canadians;
* SiriusXM Stars – lifestyle programming for women;
* The Joint – Reggae music programming;
* Pitbull’s Globalization – music from around the globe;
* La Politica Talk – news and political programming for Spanish-speaking Canadians (available online only);
* Radio Andy – entertainment talk programming for all, including the LGBTQ community;
* The Message, Joel Osteen Radio, Kirk Franklin’s Praise, Krishna Das Yoga Radio (available online only) and Enlighten – spiritual talk and music programming;
* HUR Voices – talk radio for women (available online only); and
* Korea Today, El Paisa, Caricia – international programming for multicultural Canadians (available online only).

SiriusXM Canada also partners with a number of broadcasters to bring diverse Canadian content to a national audience:

* Asian Television Network (ATN) – providing content to Canada’s multicultural population and also serving the South Asian diaspora across Canada; and
* Native Communications Inc. (NCI) – providing a distinctly Indigenous service to large urban centres and informing, enlightening and entertaining with culturally relevant programming for all people.

SiriusXM Canada produces and acquires programming to provide our subscribers the best in diverse Canadian programming. As a federally-regulated employer, we fulfill our obligation to annually report on the employment of designated groups via the Legislated Employee Equity Program (LEEP). Self-reported data is collected by Human Resources upon an employee’s hire. It should be noted that contractors do not self-report and we lack visibility to the designated groups who produce content on our partner stations. In 2018, the following designated groups were self-declared by our on-air talent.

|  |  |  |
| --- | --- | --- |
| **Station** | **Total On-Air Headcount** | **Designated Groups** |
| *Women* | *Indigenous People* | *Visible Minorities* | *People with Disabilities* |
| The Verge | 3 | 1 | 0 | 1 | 0 |
| CBC Radio 3 |  | Programmed by third party; data not available to SiriusXM Canada |
| North Americana | 2 | 1 | 0 | 0 | 0 |
| ICI Musique Chansons |  | Programmed by third party; data not available to SiriusXM Canada |
| Influence Franco | 1 | 0 | 0 | 0 | 0 |
| Canadian Indigenous Peoples’ Radio |  | Programmed by third party; data not available to SiriusXM Canada |
| ICI Musique Franco-Country |  | Programmed by third party; data not available to SiriusXM Canada |
| CBC Country |  | Programmed by third party; data not available to SiriusXM Canada |
| Canada Talks | 4 | 1 | 0 | 1 | 0 |
| Canada Laughs | 2 | 0 | 0 | 0 | 0 |
| CBC Radio 1 |  | Programmed by third party; data not available to SiriusXM Canada |
| ICI Radio-Canada Première |  | Programmed by third party; data not available to SiriusXM Canada |
| SiriusXM NHL Network Radio | 4 | 0 | 0 | 0 | 0 |

Our programming continues to enhance the lives of visually-impaired Canadians with its diverse combination of music, talk and sports entertainment.

We support many organizations dedicated to the proliferation of diverse Canadian programming, including:

* FACTOR/Musicaction – dedicated to providing assistance toward the growth and development of the Canadian music industry;
* Community Radio Fund – to provide support to approximately 180 campus and community radio stations in Canada and to foster a well-resourced, dynamic, and accessible sector that delivers strong local community radio broadcasting.
1. **NEWS AND INFORMATION PROGRAMMING**

We continue to provide the best of Canadian news and entertainment to remote areas of the country that are underserved by terrestrial radio. SiriusXM Canada’s news and information programming is dedicated to both Canadian and international current events. Stations such as CBC Radio One, Canada Talks, BBC World Service, and ICI Radio-Canada Première provide our listeners with programming that is of significant interest to diverse communities, including Indigenous people, visible minorities and people with disabilities. We will continue to provide news and information programming to these diverse communities of Canada.

1. **COMMUNITY AND INDUSTRY OUTREACH**

SiriusXM Canada provides extensive community outreach, improving lives within the diverse landscape of Canada. SiriusXM Canada regularly produces its own events featuring Canadian talent and sponsors cultural events throughout Canada such as Canadian Music Week, Les FrancoFolies de Montréal, POP Montréal, Polaris Music Prize, Festival d’Été and M for Montréal. It also provides support for organizations and events like:

* SiriusXM’s Top of the Country – cross-Canada search for the best country music talent;
* MusiCounts – mission is to ensure that children in Canada, regardless of socio-economic circumstances and cultural background, have access to a music program through their school;
* Sarah McLachlan School of Music – provides music education to high school-aged children at no cost;
* SiriusXM’s Top Comic – cross-Canada search for the best comedy talent;
* ADISQ – one of Canada’s premier awards that acknowledges artistic and technical achievements in Francophone music;
* Festival de Musique Émergente – mission is to foster dissemination of original music and discovery of emerging artists while bringing attention to the Abitibi-Témiscamingue region;
* MusicFest Canada – an annual national event that brings together more than 10,000 of Canada’s finest young musicians who perform for recognition as the country’s foremost musical ensembles;
* SOCAN – SiriusXM continues to support the SOCAN Young Canadian Songwriter Awards;
* Native Communications – together with SiriusXM, NCI produces the National Aboriginal Music Countdown for broadcast across North America; and
* Canadian Country Music Awards – a not-for-profit organization committed to the promotion and recognition of Canadian country music.

Our Customer Service Representatives respond to audience feedback specific to diversity:

* Listeners are provided with various opportunities (e.g., toll-free talkback phone lines, email links featured on our website, etc.) to comment on our programming. Customer feedback continues to be of great value to SiriusXM Canada and is used to improve overall operations.
* Customers are provided with the opportunity to receive personalized e-newsletters informing them about programming, including programming that is of significant interest to diverse communities.

Senior management and senior programming staff are also involved with programming concerns or complaints. This input is used to plan our programming and customer offerings that reflect Canada’s multicultural society.

1. **INTERNAL COMMUNICATIONS**

New employees are provided access to online policies referencing Employment Equity and Diversity. In addition, all new employees are obliged to review and acknowledge a Human Resources (“HR”) Policy Sign-off form, which includes human rights and respect and dignity in the workplace.

Our online HR portal includes any and all bulletin board postings relating to company and employee achievements; sharing information with employees and promoting diversity. Similarly, all vacant positions are posted to attract diverse internal candidates.

1. **CONCLUSION**

In this report, we have outlined our current accomplishments related to diversity and our plan to develop diversity initiatives in the coming year. SiriusXM Canada is fully committed to principles of cultural diversity as an integral building block of future success in Canada.