



STINGRAY

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Stingray Radio

Cultural Diversity Plan

2021 Annual Report

Submitted January 31, 2022

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Introduction

Stingray Radio Inc. (“Stingray Radio”, “Stingray”) is a Canadian broadcasting company that focuses on providing an excellent radio experience for our audience and to meeting the objectives of the Broadcasting Act. The following excerpt from the Broadcasting Act identifies the role that broadcasting is to play in fostering a culturally diverse nation:

(d) The Canadian broadcasting system should:

(i) serve to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada;

(ii) encourage the development of Canadian expression by providing a wide range of programming that reflects Canadian attitudes, opinions, ideas, values and artistic creativity, by displaying Canadian talent in entertainment programming and by offering information and analysis concerning Canada and other countries from a Canadian point of view; and

(ii) Through its programming and the employment opportunities arising out of its operations, serve the needs and interests and reflect the circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of Aboriginal peoples within that society.

Stingray Radio is committed to maintaining a corporate culture that embraces diversity in both its workplace and in the programming that we deliver to the public in all communities that Stingray Radio serves. We recognize, as an organization operating in the public domain, our commitment to all constituents – to our workforce, to our listening audience and to the communities we serve.

Stingray Radio operates 74 originating radio stations across 7 provinces in Canada. Additionally, Stingray Radio operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and CITY networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.

Corporate Accountability

Stingray Radio Employment Equity Mission Statement

“Stingray Radio is committed to creating a respectful workplace that is barrier free and a workforce that reflects the diversity of the communities we serve. Employment Equity is a continuous process to which Stingray Radio is committed. It is part of the corporate culture and is recognized for its positive contributions to the company’s business and financial success.”

Designation of Senior Executive

The reporting guidelines require that Stingray Radio identify a senior executive who is accountable for the Cultural Diversity practices of its organization. This individual is the Director of Human Resources for the Radio division. This individual is responsible to the President, Stingray Radio, in the fulfillment of these duties. This individual is also responsible, in collaboration with station and corporate management, for the establishment and dissemination of the company’s goals and progress thereon for the benefit of all Stingray Radio employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Stingray Radio has appointed a Cultural Diversity Coordinator who liaises with all staff on diversity matters. Commitment to cultural diversity is inherent within all staff positions in Stingray Radio.

Stingray Radio’s Cultural Diversity Goals

Stingray Radio’s cultural diversity plan includes the following goals:

1. To maintain a corporate culture throughout all levels of its organization that fosters the acceptance of the diversity that exists within individual communities and within Canada as a whole.
2. To ensure that all members of the Stingray Radio organization understand the richness that exists within a multicultural nation and how that richness can be celebrated to strengthen the social fabric of Canada.
3. To ensure that all Stingray Radio employees appreciate the unique opportunity that we as broadcasters have to be leaders in propagating the messages of equality and acceptance of diversity in Canada.
4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Stingray Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

Stingray Radio has incorporated a sound Cultural Diversity Plan which has as its foundation the principle of embracing cultural diversity as a unique, enriching quality of Canada's society. Stingray Radio is committed to continued development of its Cultural Diversity Plan to reflect the evolving nature of our country's cultural mosaic. The Cultural Diversity Plan includes the following components:

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Stingray Radio Best Practices for Cultural Diversity" document is delivered to all Stingray Radio employees. It has been incorporated into our Human Resources manual and forms part of our Stingray Radio New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit in advance of the meetings so that staff may have an opportunity to review the information and ask questions.
4. A formal quarterly reporting regime exists for all business units, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. New guidelines have been created for our Cultural Diversity reporting, with the intention being that programmers take more of a proactive approach to ensure our initiatives including reporting and representation of diverse people and events is sincere, meaningful and effective.
6. Stingray Radio's Racial Equality Committee meets regularly to tackle issues and initiatives to increase and enhance representation and support of ethnocultural diversity on and off the air.
7. The annual Cultural Diversity report is delivered to all staff via the Employment Equity committees. The Cultural Diversity Coordinator is available for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.

Programming

Our workforce initiatives are designed to ensure that all of our staff, and particularly the on-air talent, reflects the diversity of our audience. Representation of our staff by region and job classification are tracked and reported to management to ensure that our recruiting practices align with our cultural diversity goals.

Programming initiatives at Stingray Radio stations include the following components:

1. A formal quarterly reporting structure, whereby each location reports both non-news and news programming content aired or events attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible to ensure that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to issues of relevance to diverse audience members. These events and the invited guests are included in our quarterly reporting process.
3. Feedback to those with programming responsibilities. The data received in our quarterly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. Each station has implemented an ongoing airtime allocation dedicated to diversity. Stingray Radio stations dedicate airtime in support of diversity related community events, with most major market stations dedicating 14 spots per week to this initiative.
5. An understanding of the objective to cover stories of relevance to diverse audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
6. Mandatory attendance by Stingray Radio staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests. This has been difficult to accomplish in some locations this year with the Covid-19 restrictions in place.
7. Public accessibility via telephone, texting, email and social media. In-person access to on-air personnel at our local offices has been limited due to COVID.

8. Stingray Radio's Racial Equality Committee (REC continues to meet regularly with the purpose of raising awareness on issues that impact Black, Indigenous, and People Of Colour, providing resources to educate our staff and listeners on racism, and implementing and maintaining initiatives to increase representation from the following groups: ethnocultural minorities, women, aboriginal people, people with disabilities.
9. All Stingray station websites continue to have an Equality tab with a list of resources under the following headers: "Educate", "Watch" and "Take Action".
10. Following the discovery of the remains of 215 children at the site of the former Kamloops Indian Residential School, Stingray's programmers spearheaded "A Day to Listen" which took place on June 30, 2021. Canadian radio partnered with the Downie Wenjack Fund to amplify, elevate and learn from the Indigenous peoples of Canada with 'A Day to Listen'. Multiple residential school survivors and Indigenous leaders from across Canada shared heartfelt stories of abuse and shed even further light on what has become Canada's greatest failure. Our goal was not that different from the mission of the Downie Wenjack Fund – to create a pathway towards reconciliation and to improve the lives of Indigenous people by building awareness, education and connections between all Canadians. Over 600 radio stations including all of Canadian private radio, the CBC, Sirius XM and Sobeys stores across Canada (facilitated by Stingray Business) did just that. Never in the history of our medium have we come together to shine a light on a common goal. The power of that gesture alone spoke volumes from coast to coast to coast.
11. In an effort to share diverse voices and experiences, all of Stingray's radio stations continued to produce and air Equality Commitment Ads. This year's themes included "Freedom to live without fear" (acceptance) and "Listen, Learn, Heal", a PSA in support of the National Day for Truth and Reconciliation.

Stingray Radio on-air personnel's responsibilities for the fair, accurate and representative portrayal of cultural diversity in our programming are reinforced by management. Each station has appointed a specific individual in management that is responsible for overseeing diversity reflection on the air. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Stingray Radio staff.

The following samples are extracted from the quarterly cultural diversity reports prepared by Stingray Radio's Programming personnel. These excerpts illustrate the form and content of our News and Non-News programming broadcasts and off-air activities that are reflective of the interests of our diverse audience.

Kelowna/Penticton/Kamloops

Stingray Radio operates 2 stations in the Okanagan valley. CIGV-FM is licensed in the Penticton market and CKKO-FM is licensed in the Kelowna market. The format for CKKO-FM is classic rock and for CIGV-FM is country music. Stingray Radio operates three radio stations in Kamloops – CHNL, CJKC-FM, and CKRV-FM. CHNL is a news/talk station, CKRV-FM is a classic hits station and CJKC-FM is a country station.

Programming samples:

- British Columbia is expected to introduce First Nations Liaisons, who will be supporting the residential school response.
- National Truth and Reconciliation Day to acknowledge residential school system, survivors, and families.
- Alli Schroder becomes first women pitcher in college baseball league's history.
- Siobhan Detkavich, is the youngest and first indigenous woman to compete on Top Chef Canada.
- International Women's Day.
- Mary Simon, Inuit, will be Canada's Governor General.
- Hideki Matsuyama becomes the first Japanese player to win the Green Jacket at the Masters Tournament.
- Black History Month- curriculums will teach students about the rich history and legacy of people of African descent throughout the world.
- At 7 years old, Ji-Young is making history as the first Asian American Muppet in the "Sesame Street" canon.
- PSA surrounding Hanukkah and Kwanza and their traditions during the holiday season.

Vancouver

Stingray Radio operates broadcasting licenses CKZZ-FM and CHLG-FM. CKZZ-FM format is Hot AC and CHLG-FM format is soft adult contemporary.

Programming samples:

- Various events mentioned: Vaisahki, a spring harvest festival in the Punjab; Cinco de Mayo, the anniversary of Mexico's victory over the French Empire; Eid Al-Ftr, a canonical festival of Islam; and National Indigenous History Month.
- You tube event hosted by comedians to raise funds for various Autism programs.
- International Women's Day, all day programming featuring women artists.

- PSA for Makar Sankranti-Harvest Festival in India.
- PSA for Chinese New Year- Spring festival for year of the Ox.
- Discussions about Indigenous writers and book options.
- National Truth and Reconciliation Day- provided support and exposure to the inaugural holiday.
- All day programming dedicated to Indigenous voices.
- Interview with Riaz Meghji, South Asian, about his new book “Every Conversation Counts”.
- Leylah Fernandez, father is Ecuadorian, and mother is Filipino, is playing in tennis final championship.
- A blind goalie from Edmonton became the first blind player to play hockey with a sighted team.
- PSA’s for dates of significance and holidays of minority groups: Diwali, Chanukah, Kwanzaa, Indigenous Peoples Day.
- Many PSA’s supporting British Columbia during the severe floods that occurred throughout the province.

Ottawa

Stingray Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is CHR. The format of CILV-FM is alternative rock. The stations are primarily entertainment-based stations with a heavy focus on the music. As a result, spoken word content is minimal on both stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and visible minorities. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Programming samples:

- Pakistani Prime Minister calls on world’s richer nations to provide debt-relief to poor countries during pandemic.
- Bangladesh coast guard rescues 382 refugees drifting at sea for weeks.
- Japan’s pro baseball season will open on June 19, excluding fans.
- Alyssa Nacker becomes first female assistant coach in MLB history.
- Japanese woman’s hockey team first ever to win gold at the Youth Olympics in Lausanne.
- Assembly of First Nations National Chief, Perry Bellegarde, is welcoming a co-development process on legislation that would give First Nations, Metis, and Inuit people control over the delivery of health care in their communities.
- Local events to celebrate Black History Month.
- International Women’s Day- we highlighted prominent females such as African-American, Michelle Obama, Pakistani, Malala Yousafzai, African-American, Maya Angelou, and Black-Canadian, Britta B.
- Conducted an interview with Aysanabee, an Oji-Cree singer songwriter.

- Ons Jabeur has become the first Arab woman to reach the Wimbledon quarterfinals.
- Paralympic games begin August 24.
- Giannis Antetokounmpo, Greek, named NBA finals MVP.
- Damian Warner, Barbadian-Canadian, became the first Canadian to win gold in the Olympic decathlon.
- Paralympic swimmer, Danielle Dorris, wins silver at Tokyo Paralympics.
- Mi'kmaw artists will have access to logo of authenticity by April 2022.
- Annamie Paul, the first Black -Jewish woman to lead a majority federal party, is stepping down from her role.
- Hours were devoted to music and information about Indigenous issues. All commentators were Indigenous people.
- Alberta government will grant \$8million dollars to support First Nations in honoring lost grave sites at residential schools in the province.
- PSA for the African Canadian Association of Ottawa.
- Military members arrived in Nunavut to co-ordinate and deliver clean drinking water amid the ongoing water emergency.
- The NDP caucus leader Jagmeet Singh, Indo-Canadian, is making the pursuit of Indigenous rights a key party priority.

Toronto

In Toronto, Stingray Radio operates CHBM-FM and CFXJ-FM. The format for CHBM-FM is classic hits and for CFXJ-FM is urban/hip hop.

Programming samples:

- International Women's Day and Indigenous Women achievements.
- Reel Asian film festival.
- World Autism Day and the CN Tower being lit up honoring the day.
- Toronto Fringe Festival including Asian and Indigenous peoples.
- Ontario education system incorporating Indigenous studies into grades 1-3 curriculum.
- Kamala Harris, black south Asian, Vice President at the USA Inauguration.
- Black History month events taking place at University of Toronto.
- Grammy awards show, with women winning in all 4 major categories for the first time in Grammy history.
- Toronto Carnival virtual extravaganza, highlighting the Caribbean community.
- ArtsCan Circle is a charity dedicated to delivering music and art workshops to First Nations, Inuit, and Metis youth in remote northern communities across Canada.
- Many culturally diverse guests were interviewed on Flow 93.5 programs.

- Nicki Minaj, Afro-Trinidadian wins the Best Hip-Hop Artist award for the 6th time at the MTV Europe Music Awards.
- Imaginative Film Festival-145 Indigenous films.
- First Black female astronaut heading to the I.S.S.

Sudbury

Stingray Radio operates 2 radio stations in Sudbury. CHNO-FM operates in the classic hits format and CIGM-FM operates in CHR format.

Programming samples:

- International Women's Day – interviews with numerous women in politics.
- Indigenous Services Minister, Marc Miller, launched talks to develop new health regulations for Inuit, Metis, and First Nations.
- February marks the 25th anniversary since Jean Augustine, the first Black woman was elected into the House of Commons.
- Constable Stefany Mussen is the recipient of the IODE Canada Youth Award. She supports youth in the community.
- Atikameksheng Anishnawbek, a First Nations community will upgrade its community center through Government of Canada funding.
- Ontario G1 driver's license test is now available in 3 Indigenous languages including Ojibway, Oji-Cree, and Cree.
- A Norwegian man with cerebral palsy recently broke the Guinness World Record.
- National Indigenous Peoples Day.
- An artist from Serpent River First Nations is one of the nine celebrated Indigenous artists asked to be part of a new billboard campaign called the Honour Project.
- Mary Simon, an Inuit leader and former Canadian diplomat, has been named as Canada's Governor General- the first indigenous person to serve in the role.
- Victoria Grant from Temagami First Nation, has been appointed to the Order of Canada. It is in recognition of her work to bridge the gap between Indigenous and non-Indigenous culture, business and communities through her facilitation and mediation.

Edmonton

Stingray Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a soft adult contemporary station, has a strong community focus. CIRK-FM operates, a classic rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content.

Programming samples:

- On air/ website morning story featuring Haruun J Ali, running for City Council. He would have been the first African-American councilor had he won.
- PSA for OneAlberta. OneAlberta is Stingray Alberta's cultural diversity initiative to help bring light to cultural diversity in Alberta.
- The Breeze 96.3 home page features a banner about equality.
- Truth and Reconciliation Day- on air, website, and social media.
- Live ad-libs featuring fundraiser to benefit Autism programs.
- Featured information regarding Alexis Nakota Sioux Nation Pow Wow.
- Black History month.
- New Canada postal stamp that will commemorate "Amber Valley", a black settlement in Alberta in the early 1900's.
- Interview with local Chinese artist from the Virtual Lunar New Year Celebrations.
- Interviewed the "Flying Canoe Volant Festival" coordinator. The festival celebrates Metis, Indigenous, and French-Canadian culture.
- A woman's husband is blind; the bride chose a wedding dress that had many textures so he could see it by touch. He said she has become his eyes for the world.
- Aille Design is a new Canadian fashion brand with Braille beaded clothing for the visually impaired.

Calgary

Stingray Radio has 2 licenses in the Calgary market. These are CKMP-FM, a CHR station and CFXL-FM, a classic hits station. Both stations operate with a strong focus on the music and community events with minimal spoken word content.

Programming samples:

- Indigenous content re: reconciliation and residential schools.
- Rhianna, Barbadian-Guyanese, hits billionaire status.
- Go Fund Me organized to help local Afghani refugees.
- Celebrated International Women's Day with a montage and the difference women have made in our lives.
- Naheed Neshi, Ismaili Muslim, mayor of Calgary, choosing not to seek re-election.
- Pink Shirt day and its importance.
- Marcy Gorst, first woman outrider to compete at the Stampede.
- Chakalaka – African restaurant in Calgary.
- Priyanka Chopra, Punjabi, is raising awareness about the Covid crisis in India and raising funds for people in need via UNICEF, Indian Red Cross Society or Project Hope.

- The first ever Canadian awards show dedicated to Black talent will air in 2022.
- Maia Chaka became the first Black woman to be an official in an NFL game.
- Pokaiks- The Children: Orange Shirt Day Walk aims to bring communities together to pay tribute to the children through the walk, along with music, art, and special speakers.
- Two Calgarians have been honored as part of the 2021 Top 25 Canadian Immigrant Awards for their work in scientific medical discoveries and multicultural artistic celebration.

Camrose

Stingray Radio operates 2 radio stations in Camrose, Alberta. CFCW is a heritage, traditional country music station. It has a large coverage area, serving much of rural Alberta. CFCW-FM is a Country station featuring a new country format.

Programming samples:

- Throughout 2021: The Ukrainian Zabava Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- Jimmie Allen became the first black artist to win the New Male Artist at the ACM awards.
- Interviewed a CFCW listener, an indigenous woman who shared her experience at a Residential School.
- CFCW had a home banner for National Indigenous History month.
- The Federal Ag Department announced financial support for a number of indigenous food and agriculture initiatives.
- PSA inclusion for the St. Basil's Cultural Centre Ukrainian Perogy Supper.
- Aired all-female music all day for International Women's Day.
- Had a home page banner for Black History month, also linked to the Equality page, where all 15 of our Black History Month Vignettes could be heard.
- Numerous Metis and Indigenous singers were interviewed.
- Renovations for a school in Lloydminster will include an Indigenous cultural center and space for Cree language studies.
- Indigenous Celebration Night will be hosted by the Edmonton Oilers. There will be a number of Elders attending, the national anthem will be sung by a Samson Cree Nation member, and a pow wow dancer from Saddle Lake Cree Nation will perform.

Central Alberta Region

The Central Alberta Region includes the following Stingray Radio stations in the respective markets:

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	country
Red Deer	CIZZ-FM	rock
Brooks	CIBQ-FM	country
Brooks	CIXF-FM	classic hits
Drumheller	CKDQ-AM	country
Stettler	CKSQ-FM	country
Blairmore	CJPR-FM	country
Wetaskiwin	CKJR	oldies

Central Alberta is an agriculture-based economy, supplemented by moderate oil activity. The markets are all small, with a significant rural flavor. Agriculture and weather play a significant role in the daily lives the residents. As a result, their programming has a heavy focus on local news, weather and community events. In serving the interests of our diverse audience, our initiatives in this region contain a strong Aboriginal element.

Programming samples:

- Truth and Reconciliation Day – the importance of listening to aboriginal voices and representing the day.
- Rocky Mountain House opens a new school at the Native Friendship Center for indigenous youth.
- On air discussion about Alberta cultural day event.
- The head of the National Council of Chiefs says the cancellation of the Keystone X-L pipeline will affect the ability of Alberta First Nations to keep their people employed.
- Red Deer College will host Indigenous Perspective Conference virtually.
- Canada’s new parliamentary poet laureate is Louise Bernice Halfe, who has won accolades for weaving Cree language and teachings into her works.
- Myrna Wisdom, a former resident, says a stamp of Amber Valley issued by Canada Post is refocusing attention on the almost forgotten Black settlement.
- Ryan Reynolds and Blake Lively donate funds to Canadian Indigenous mentorship program.
- Country star Mickey Guyton will make history as the first Black woman to host the Academy of Country Music Awards show.
- Red Deer International Pow Wow- a celebration of life with singing, dancing and drumming.
- Wetaskiwin station airs the following weekly ethnic programs:
 - Sunday 3:30pm – 5:30pm – Augarela Portuguesa show
 - Monday-Friday 6pm–9pm – Radio Sangsuran (East Indian music, news and information)

Eastern Alberta Region

The Eastern Alberta Region includes the following Stingray Radio stations in the respective markets:

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-DT	Independent – Global programming
Lloydminster	CITL-DT	Independent - CTV programming
Lloydminster	CKSA-FM	country
Wainwright	CKKY-FM	classic hits
Wainwright	CKWY-FM	CHR
Cold Lake/ Grand Centre	CJXK-FM	classic hits
St Paul	CHSP-FM	country
Bonnyville	CJEG-FM	CHR
Lac La Biche	CILB-FM	classic hits

Programming samples:

- An entrepreneur from Saddle Lake Cree Nation created a subscription box that showcases products from Indigenous businesses.
- Annual multi-cultural festival, Lloydfest, that showcases local cultures.
- Preview of the first annual Batoche Metis Fall Festival showcasing Indigenous cultures.
- Connecting Us All Diversity Inclusion Forum – a forum about how we can connect everyone in the community with equality and equity.
- Lloydminster Native Friendship Centre received a government grant to install solar panels at their facility.
- Local Filipino musician, Rafi Jag, spoke about working during the pandemic and his upcoming album.
- Cuban-Canadian artist Alex Cuba chatted about his new song and album.
- Orange Shirt Day – sale proceeds from shirts being offered to charity.
- A local school had Indigenous Elders come and set up a teepee at their school and taught the significance of the teepee's different aspects.
- Lakeland College Pakistani head coach was honored with a coach of the year award.
- A local school held a pipe and smudge ceremony and raised a teepee to commemorate a ground-breaking ceremony for the school's new Indigenous Students Centre.

North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	country
Hinton	CFXH-FM	country
Hinton	CFHI-FM	classic hits
Whitecourt	CFXW-FM	classic hits
Athabasca	CKBA-FM	classic hits
High Prairie	CKVH-FM	country
Slave Lake	CHSL-FM	classic hits
Westlock	CKWB-FM	country

Programming samples:

- The Calgary Board of Education has changed the name of a school that was named after a man who was a driving force behind the creation of the Indian residential school system.
- The federal government announced that First Nation, Inuit, and Metis Peoples can now use their traditional names on passports and other forms of government identification.
- A Metis veteran of World War 2 was presented with a cheque, as part of the Metis Veterans Legacy Program.
- Celebration of National Indigenous Peoples Day.
- Profiled a young R&B vocalist and member of the Onion Lake Cree Nation known as “Hazely”, who has been making her way through the music world.
- Black History Month – ran vignettes celebrating and remembering black people’s contributions to the history of Canada.
- Prime Minister and Saskatchewan Premier visited Cowessess First Nation to participate in the transfer of control ceremony, allowing the First Nation to handle their own child and family services.
- Roseanne Archibald is the Assembly of First Nations elected National Chief. It is the first time a woman has been elected to this position.
- Canadian sprinter Andre De Grasse, Barbadian Trinidadian, won gold at the Tokyo Olympics.
- Artwork by Indigenous teen, Izaiah Masuskapoe, from Ocean Man First Nation, inspires Edmonton Elks shirt.

Moncton

Stingray Radio operates 2 radio stations in Moncton. CJMO-FM is a classic rock station and CJXL-FM is a country station. The Music Director of CJXL-FM, Shilo Bellis, who has been fully blind since birth, is one of the most-respected Music Directors in Canadian country music radio.

Programming samples:

- Hosted many Indigenous voices on our airwaves: Harriet Visitor, Heather Bear, Tabatha Bull, to name a few.
- Greater Moncton Newcomer and International Student Virtual Job Fair.
- Matt Kinnie, paralyzed from chest down, is competing for Canada in Portugal in the paracycling event.
- National Indigenous People's Day.
- City of Moncton observed National Truth and Reconciliation Day.
- Promoted the NB Coalition of Disabled Persons Zoom Conference.
- Maritime hockey league will wear special jerseys to raise awareness of Indigenous reconciliation.
- Paralympian Danielle Dorris of Moncton is NB Female Athlete of the year.

Fredericton/Saint John/Miramichi

Stingray Radio operates 2 stations in Fredericton, CFRK-FM, a country station, and CIHI-FM, a classic hits station. It also operates CHNI-FM in Saint John, broadcasting in the mainstream rock format. And it operates CHHI-FM in Miramichi which broadcasts in the classic hits format.

Programming samples:

- Interviewed Fredericton's first female mayor, Kate Rogers.
- "On a Day to Listen", many indigenous voices were featured on our stations.
- Elsipogtog First Nation found out that they won Kraft Hockeyville.
- Flags across the country will be flown at half mast, and many are wearing orange to honor the lives of those children at former residential schools.
- Cultural Expressions Festival celebrates through cultural performances, exhibits, art, food, tea ceremony presented by local ethno-cultural groups.
- New Brunswick's first Black History Centre is now open to the public.
- A flag was raised at the legislature to celebrate India's 75th Independence Day.
- St. Mary's First Nation Pow Wow has been postponed due to Covid.
- Black Lives Matter Fredericton have launched a new website for teachers to incorporate Black history into their classrooms.
- 100% female performed music was played on International Women's Day.
- Fredericton will honor Willie O'ree by retiring his Boston Bruins jersey. O'ree is the first Black player to have played in the NHL.
- The Natoageneg First Nation has passed a resolution to reclaim and utilize their Mi'kmaq name.
- October is Somali Heritage Month and it was celebrated at a Saint John's high school, with students learning about the ways of the Somali people.

Charlottetown

Stingray Radio operates 2 radio stations in Charlottetown. CHTN-FM is a classic hits station and CKQK-FM is a CHR station.

Programming samples:

- City of Charlottetown announced a rebate that will provide those Islanders with a physical disability an additional transportation option.
- Rustico, L'Ecole Saint-Augustin and Mi'kmaq First Nation have developed a partnership. Members of the First Nation will visit the school and teach them about various aspects of Mi'kmaq culture and way of life.
- In support of PEI Special Olympics, PEI hosted its annual Polar Plunge.
- Summerside received upgrades and expansion at a facility for adults with intellectual disabilities.
- Acadien Festival featuring delicious food, artistic expositions, and traditional activities was held.
- Two new art programs have been developed with an eye on celebrating and supporting the accomplishments of PEI Mi'kmaq and other Indigenous artists in PEI.
- Ottawa has announced funding for Women's organizations in PEI for their efforts to support Island women during the pandemic.
- Veterans Affairs Minister has announced funding for housing on Abegweit First Nation.
- Billy Bridges, who has spina bifida, has been named to the Team Canada's World Para Hockey Championship roster.
- Cinco de Mayo, a day that celebrates Mexican culture, heritage, including parades and mariachi music performances.
- Wowkwis is the 2023 Canada Winter Games mascot, named after the Mi'kmaq First Nations Peoples.

Halifax

Stingray Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax. CFRQ-FM is a classic rock station, and CKUL-FM is a soft adult contemporary station.

Programming samples:

- Tuma Young of Eskasoni First Nation was appointed as the first Indigenous president of Nova Scotia Barristers' Society.
- Halifax regional council is looking to establish a vision for Africville's future. Africville was one of Canada's oldest Black urban communities.

- CFRQ participated in the company wide initiative of “A Day To Listen”, airing vignettes featuring Indigenous voices and information on how to donate to the Downie/Wenjack fund.
- Canada’s Culture Minister underscores the history and importance of Black History month in North America.
- Atlantic Canada’s largest Mi’kmaq community is getting ready to launch a moderate livelihood fishery.
- The North American Indigenous Games are coming to Nova Scotia in 2023. Over 5000 participants from over 750 Indigenous Nations are expected for the games.
- CFRQ participated in the Truth and Reconciliation Day initiative.
- Simu Liu, Chinese, will be the lead star in Marvel’s superhero film.
- A new school built in Ontario is honoring Nova Scotia’s civil rights icon, Viola Desmond.
- Nova Scotia university permanently flies the Mi’kmaq nation flag on campus.
- Nova Scotia adopts the Rick Hansen Foundation School Program. Rick completed a 26-month marathon around the world in his wheelchair.
- Addy Sophie Newman-Ting won the international competition organized by UNESCO, which looked for stories about language preservation written by Indigenous children.
- Dwayne Provo, a Black educational administrator has been named associate deputy minister of African Nova Scotian Affairs.
- One Nova Scotia restaurant’s menu now includes braille and a QR code that takes diners to an audio version of the menu on YouTube.
- Sesame Street will be introducing its first Asian American muppet, a Korean American girl named Ji-Young.
- Canadian Armed Forces arrived in Iqaluit to assist in the city’s water emergency.

Sydney, Nova Scotia

Stingray Radio operates two stations in Sydney. CHRK-FM is in a CHR format, while CKCM-FM is a country formatted station.

Programming samples:

- Eskasoni First Nation will hold its band council election, which is over a year past due to original scheduled date.
- Chief Leroy Denny is seeking reelection for band chief.
- Rita MacNeil, known as the First Lady of Cape Breton, has been inducted into Canadian Songwriters Hall of Fame.
- Krista Hodder, a Membertou woman has been included with 150 influential First Nations, Inuit and Metis women in Canada.
- National Indigenous Day was recognized.

- Crawford Crossing is a new street sign in Sydney. It is the namesake of a first Sydney Black police officer who joined the force in 1964.
- Eskasoni First Nation announced the beginning of a major infrastructure fitness centre project.
- Federal funding is being given to New Dawn Enterprises to help international students in Cape Breton.
- A Mi'kmaq cooperative has won an award for promoting diversity and inclusion amongst First Nations and the province's tech sector.
- On Canada Day, numerous individuals amid of sea of orange shirts walked to honor and remember the children of residential schools.
- Joanna Paul is the first student with down syndrome to be enrolled at CBU through its inclusion program.
- CBU hosted the USports National Women's Soccer Championships.
- Dereck Boutilier, a member of Special Olympics floor hockey team, took part in a virtual Special Olympics international event on Ending Health Disparities for People with Intellectual Disabilities.

Kentville, Nova Scotia

Stingray Radio operates CIJK-FM Kentville in a rock format.

Programming samples:

- AcCraig Gibson, from the Valley African Nova Scotia Development Association, appeared on the morning show every Friday in February.
- Acadia University and Glooscap First Nation are launching an Indigenous Speaker Series. The series will share Mi'kmaq knowledge with the community.
- With support from the Nova Scotia Health Authority, the town of Kentville has added sensory kits to the equipment loan program. The kits include items such as fidgets, and weighted vests.
- Women of Excellence Awards- Annapolis Valley Chamber of Commerce.
- Nova Scotia residents will receive their 2021 War Amps key tags.
- 23rd annual African Nova Scotia Music Association awards.
- The Royal Canadian Mint has unveiled a new \$20 silver coin commemorating the legacy of Black loyalists in Nova Scotia.
- Ben Brown, wheelchair racer, is fundraising to help his bid to represent Canada at the 2021 Paralympic summer games in Tokyo, Japan.
- The new Flower Cart Group will have a new accessible facility. The Flower Cart Group provides vocational service to adults considered to have an intellectual disability.
- Promoted International Day for Persons with Disabilities, both online and on-air.

New Glasgow, Nova Scotia

Stingray Radio operates two radio stations in New Glasgow, CKEC-FM and CKEZ-FM. CKEC-FM broadcasts a Hot AC format, while CKEZ-FM operates in the classic rock format.

Programming samples:

- Provincial launch of African Heritage month.
- A virtual ceremony took place to honor the legacy of Viola Desmond, Black Nova Scotian.
- Lt. Edward Francis Arab, born of Lebanese immigrants in Halifax, was honored at the Museum of Industry.
- Jocelyn Francis won the RCMP coin design contest in Pictou Landing First Nation. She chose the Indigenous Medicine Wheel, and an image of two people in a canoe to represent her community.
- The province is investing funds to help make Nova Scotia's sport system more inclusive and accessible, creating opportunities for women, Mi'kmaq, African Nova Scotians, people of color, and those with physical and intellectual disabilities.
- Pictou Landing First Nation Chief Andrea Paul will seek the Liberal nomination.
- Orange ribbons are being distributed throughout New Glasgow to show support of Indigenous communities in memory of the children and the lives impacted by the residential school system.
- National Indigenous Peoples Day, celebrating the heritage, diverse cultures and outstanding achievements of First Nations, Inuit and Metis peoples. This is the 25th anniversary of National Indigenous Peoples Day.

St John's, NL

Stingray Radio operates 4 radio stations in St John's, NL. VOXM is a news-talk/classic hits station, VOXM-FM is a classic rock station, CKIX-FM is a CHR station and CJYQ is a country and traditional Newfoundland music station.

Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clareville	CKVO-AM	news/talk, classic hits
Clareville	CKLN-FM	country
Marystown	CHCM-AM	news/talk, classic hits
Carbonear	CHVO-FM	country
Corner Brook	CFCB-AM	news/talk, classic hits
Corner Brook	CKXX-FM	classic rock

Goose Bay	CFLN-FM	country
Grand Falls	CKXG-FM	classic rock
Grand Falls	CKCM-AM	news/talk, classic hits
Gander	CKXD-FM	classic rock
Gander	CKGA-AM	news/talk, classic hits
Stephenville	CFSX-AM	news/talk, classic hits

Programming samples:

- Alzheimer Society of Newfoundland held their annual meeting.
- RCMP Newfoundland has donated monies towards Special Olympics in Newfoundland.
- Corner Brook will permanently display the Mi'kmaq Council flag.
- President of the Nunatsiavut Government is urging Canadians to make Canada Day as a time to reflect on what true reconciliation with Indigenous peoples really mean.
- On International Women's Day, the province's top doctor is thanking remarkable women in getting the province through the pandemic.
- Purple Day in Newfoundland, an event designed to raise aware of Epilepsy.
- Canada will be soon closer to closing the wage gap between men and women with the introduction of the Pay Equity Act this year.
- Conne River's 25th anniversary Pow Wow.
- The Innu Nation is celebrating the discovery of a historically significant artifact that was recently discovered.
- CNIB Foundation is raising money through a social distanced automobile cruise.
- Paralympic medalist, Katarina Roxon, person with disability/BIPOC, is competing in a swimming competition.
- St. John's International Women's Film Festival has indicated a record-breaking number of submissions from culturally diverse, BIPOC and Indigenous Peoples.
- Qualipu launches Mi'kmaq language revival project.
- Teaching History and Reconciliation- an all-day presentation of Indigenous voices.
- Interview with Shelley Churchill, who is a right leg amputee, and her experience growing up and the important role of Key Tag Services has played in her life.
- Tombolo Multicultural Festival NL with 2019 Juno award winner, Wesli, Haitian Canadian, performing.
- A group of Afghan refugees, many of whom had been living in refugee camps until arriving in the province last month, will be going on a shopping spree today thanks to a local business.

Recruitment, Hiring and Retention

Employment Practices

Stingray Radio maintains a comprehensive Human Resources Manual that is available to all employees and individuals seeking employment with Stingray Radio. All aspects of our Employment Practices are contained in this document.

Recruitment

Stingray Radio adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Stingray Radio recognizes its responsibility as an employer to create an environment of equality in the workplace such that no employee is denied employment opportunities or benefits for reasons unrelated to ability. It also recognizes the need for measures to correct any conditions of disadvantage in employment experienced by women, aboriginal peoples, persons with disabilities and persons of visible minority as defined by the Employment Equity Act. Stingray Radio's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

2021 was a challenging year in this area due to significantly reduced hiring, considerable downsizing, and the pandemic situation.

Hiring

All employees joining Stingray Radio are provided with an orientation package that includes:

1. Stingray Radio Human Resources Manual
2. Stingray Radio Best Practices for Cultural Diversity
3. Employment Equity documents
4. Stingray Radio Anti-Harassment Policy
5. Stingray Radio Code of Business Conduct and Ethics
6. Tour of their facility, business overview discussion and instruction on station policy.

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents are made available to the new employee so that all employees are made aware that our company is committed to providing and maintaining a workplace that ensures that all employees of Stingray Radio are treated with dignity and respect. Stingray Radio strives to create a work environment that encourages diversity as a means of fostering an accepting, inclusive and open culture where talents and ideas are freely exchanged. Stingray Radio will not tolerate behavior that may be considered discriminatory or harassing.

Retention and Career Development

Stingray Radio recognizes our employees as our most valuable resource. The success of our organization is dependent upon the investment we make in our people at all levels of our company. Both formal and informal training are provided throughout our organization. Consideration is given to all employees, based on merit and opportunity for individual growth. Following is a sample of some the Career Development activities offered by Stingray Radio to promote the advancement of its employees.

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcasting industry. These sessions also serve as an opportunity for the exchange of ideas and best practices. COVID-19 did force us to delay some of these plans and move some initiatives to virtual.
2. Weekly conference calls are conducted with senior management, programming managers and sales managers to monitor current progress and future personnel needs in their respective disciplines at the individual business units.
3. In addition to professional development sessions sponsored by Stingray Radio, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
4. Attendance at conferences, trade shows and workshops are sponsored and encouraged by Stingray Radio as a means to exchange experiences and interact with other media personnel outside of the company. COVID-19 did force us to delay some of these plans and move some initiatives to virtual.
5. Stingray Radio's corporate office employs senior executive personnel in each operational discipline. These individuals act as a resource to station personnel. They are available virtually on site at the discretion of the station management to provide mentorship, training and expertise to employees.

Stingray Radio Initiatives

Stingray Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcasting professionals. The vast array of perspectives that come with a diverse workforce provide for a collaborative environment. The result is a dynamic organization capable of meeting the challenges of an ever-changing world. In order to shape our recruitment activities to today's labour market, Stingray Radio engages a number of initiatives including the following examples:

1. Stingray Radio revamped its performance management program in 2021 with a focus towards giving better feedback, and supporting employees towards achievement of their short and long term goals.
2. The orientation package was updated in 2021 to ensure consistency across the country, and that all new hires, from part time casual to full time and senior positions get access to all of the information and resources they need and have available.
3. This year Stingray recognized that the entry-level position of Street Team Member is a critical role for the Company to focus on attracting young and diverse community members to get into radio and develop the next generation of talent within our workplace. This year the job posting, job description, orientation, and training processes were reviewed and revised with a focus towards removing possible barriers and targeting young and diverse groups.
4. Troy McCallum, program director, was again part of the TRIEC mentoring program, which mentors new Canadian citizens. Troy mentored Indrani Thakuraa, formally from India. Troy was also a guest speaker at Fanshawe College graduation, that included a video of him for a multi-cultural cross section of students from the college.
5. Alex Theriault from Q97.9, hosted a summer sports program with the local Big Brothers Big Sisters chapter. The group of children are very diverse in ethnic backgrounds. He continues to volunteer his time weekly.
6. CIHT-FM Ottawa promoted Upstream, a charity that provides community based mental health services.
7. Kentville's morning show host, Darrin Harvey, spoke to a career prep class on radio and TV.
8. Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minority. All Stingray Radio job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Stingray Radio stations are present as well as in markets where Stingray Radio does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Stingray Radio Workforce

In terms of our workforce, it is Stingray Radio’s objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data and communicate both the existing data and the objectives to all employees within Stingray Radio with recruiting responsibilities. An incentive plan that includes Employment Equity targets is incorporated at the General Manager level and is designed to encourage our senior managers to improve representation of women, aboriginal peoples, visible minorities and persons with disabilities. Progress is monitored and reported to the General Managers.

The following table indicates the present status of our workforce as filed with Employment and Social Development Canada on June 1, 2021.

Stingray Radio					
2020 Workforce Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
British Columbia	82	28	1	0	9
Alberta	166	70	4	5	6
Ontario	101	37	2	2	12
Atlantic Provinces	205	77	8	6	4
Totals	554	212	15	13	31

*Note: there was a significant workforce reduction in 2020 due to COVID-19.

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to staff so that our entire workforce may track our progress in improving representation within our workforce.

On an annual basis we prepare comparative data and communicate both the current status and the objectives for each region to all employees within Stingray Radio who have recruiting responsibilities. Management is responsible to ensure that recruitment practices are modified as necessary to improve representation in their region.

In 2021 Stingray conducted a re-survey of its workforce and a significant number of indigenous, members of visible minorities, and people with disabilities self-identified where they had not done so previously.

Internship, Mentoring and Scholarships

Stingray Radio employs a number of tools to enhance the career development of its employees. These career development opportunities are made available on a fair and equitable basis to all employees and are based solely on abilities.

1. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Stingray Radio underwrites all costs and time off that may be required.
2. Stingray Radio funds the membership in all professional associations relevant to an employee's field of expertise.

Community and Outreach Activities

Support for Visible Minority Artists

One of the pillars of the Commercial Radio Policy 2006 is the responsibility of radio broadcasters to provide airplay to, and to promote emerging Canadian artists and their music. Stingray Radio appreciates the necessity of a continuous stream of new musical content as a key to the long-term success of the music industry in Canada. To this end, Stingray Radio promotes airplay for established and emerging artists among its stations. Where possible, we identify artists from diverse backgrounds for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of emerging artists from diverse backgrounds receiving airplay on Stingray Radio stations.

Canadian Content Development Activities

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Stingray Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2021, Stingray's Canadian Content Development initiatives, like those of all companies, continued to be interrupted by the COVID-19 pandemic and the resultant cancellation of many events. Our disrupted plans included financial support for Carivibe in Ottawa and Caribana in Toronto, both large celebrations of Caribbean culture in Canada. As these events hopefully return in 2022 and beyond,

the Stingray team will continue to seek out opportunities to support individuals and organizations representing diverse peoples in Canada.

Industry Outreach Activities

Support of Canadian Broadcast Standards Council

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code, released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests and activities. Stingray Radio fully supports the role of the CBSC both by adhering to the various codes.

Station Community Outreach Activities

As a responsible broadcaster, Stingray Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves. Each market is required to engage in at least one outreach project each month.

1. Taking leadership roles in the community

Because on-air broadcasters are professionally trained in public speaking, we are often called upon for public speaking engagements. Stingray Radio encourages this activity amongst its on-air staff, and particularly when there is a social benefit to the audience. Following are a few examples:

- Ottawa CILV-FM was onstage and promoted the City Folk and Bluesfest concert, with Indigenous artists performing.
- Imaging Producer, Derek Welsman, raised awareness and \$7,000 for Camp Koinonia, a camp for special needs children.
- Boom 97.3, supported the Downie-Wenjack Fund and ran PSA's all month supporting it.
- Flow 93.5 was the media sponsor of "90s Nostalgia Rap City"- a throwback music festival which featured legendary Hip Hop and R & B acts such as Ludacris, Ashanti, Kardinal, Choclair.
- CFCW sponsored the Ride for Dad/Ride Along together virtual motorcycle ride fundraiser for the Fight against Prostate Cancer.

- CFCW held an on-air auction and social media support campaign in honor of IStandWithEthanBear, helping Indigenous children participate in sports.
- CKSA broadcasted the CPCA Chuckwagon Races from Onion Lake First Nations.
- CJMO organized a basketball camp in Elsipogtog, for Indigenous youth.
- CHHI attended Metepenagiag First Nation Pow Wow.
- Mel Sampson from CIJK-FM, attended the Paralympic fundraiser event for Ben Brown.
- CKRA's Tanya Lee, emceed the Edmonton Christmas Bureau Carol Sing along at the Winspear Center.
- 96.3 The Breeze is the official sponsor of Fashion with Compassion, which supports women staying in Edmonton for cancer treatments.
- 104.3 The Breeze was onsite for the opening night of the Vancouver Christmas Market, which celebrates a festive German tradition.
- CFCW sponsored the Covenant Foundation Lottery, raising funds for the hospitals.
- Red Deer – Tony attended and Trav emceed the “Flags of Remembrance” ceremony, where aboriginal blessings were included in the ceremony.
- CJXK and CJEG ran PSA's for the Women's Entrepreneurship Day event in Cold Lake.
- Hot 93.5 supported and attended the Sudbury Festival of Lights- a fundraiser for the Sudbury Charities Foundation, which supports many diverse groups in the community.
- CIJK Kentville hosted and broadcasted the Annual Food Drive in support of 10 local food banks.
- Kentville promoted and was a sponsor of Devour! The Food Film Fest. The theme was global Indigenous cinema and cuisine.
- K96.3 sponsored CRIS (Community Recreational Initiative Society) Adaptive Adventures Polar Bear Dip. CRIS is a non-profit society that provides outdoor experiences for people that require support due to physical, cognitive or sensory challenges. The polar dip is a fundraiser for the organization, and was eventually cancelled because of COVID-19 protocols and regulations. K96.3 will follow up with possible jock only polar bear dip to support the fundraising at a later date.

Following are sample excerpts that we received as a result of our community and industry outreach and programming activities:

Ottawa School Breakfast Program – Hot 89.9

Hi Josie,

I hope you have a wonderful weekend.

As our monthly giving campaign comes to a close, I wanted to provide you with an update.

As of this morning, we've officially passed the \$15,000 mark (including our matching donation) and completely crushed our goal.

We're so appreciative of HOT 89.9's support and know that you significantly contributed to us gaining traction. We had one donor who specifically mentioned that they donated because they heard Jenni's commercial.

I'm sincerely grateful for everything HOT 89.9, and YOU specifically, have done for ONFE's School Breakfast Program. We've done some really magical work for the children & youth in our community, together.

Thank you so much again and I look forward to continuing to find new opportunities to partner. Have a terrific week!

Cheers,

Ashley Richer

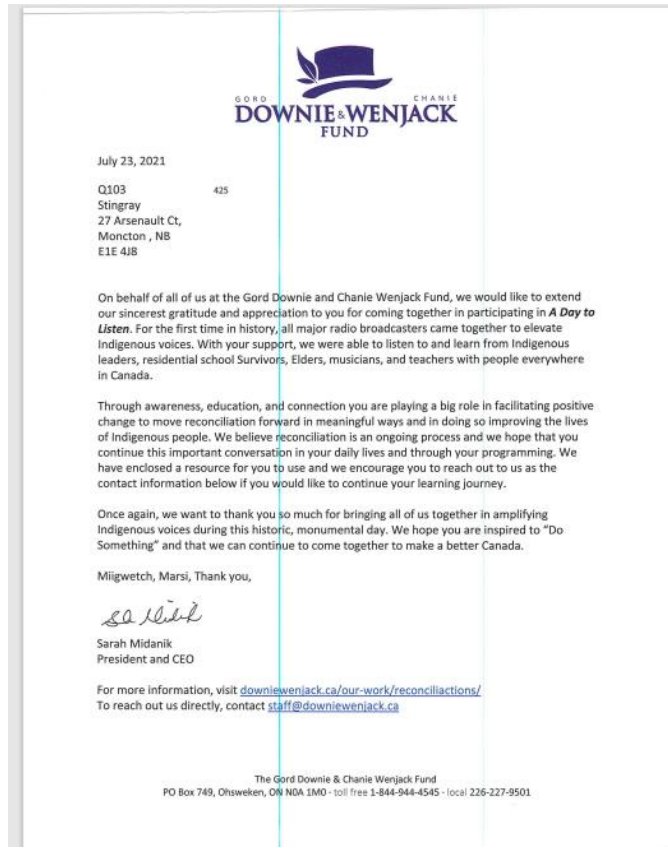
*Advancement Manager | Ottawa Network for Education | Réseau d'Ottawa pour l'éducation
613-761-3171 | aricher@onfe-rope.ca*

Community Fundraising Initiative- Moncton

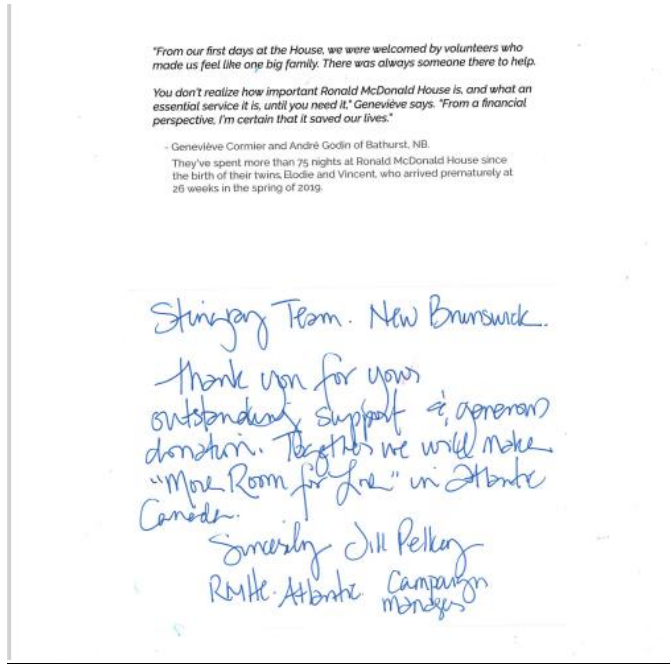


Building Indigenous Awareness- Moncton

This fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples



Ronald McDonald House- Community Support – CHNI -Saint John



Equity and Diversity Support- CHNI -Saint John

THE COUNTY OF KINGS SHARED THIS IN RESPONSE TO OUR DEC 21 CHAT ABOUT THEIR NEW STRATEGY FOR BELONGING.



Community Support – CITL-TV Lloydminster

From: Roadside Responders Assoc of Saskatchewan <roadsideresponderssask@gmail.com>
Sent: Sunday, August 22, 2021 1:44 PM
To: Radio-TV News <tv-news@stingray.com>; Harv's Autobody <harvsautobody@sasktel.net>; Baillie Boy's Towing <dallascustoms@live.ca>; Jackie Klotz <jackie_bradstowing@sasktel.net>; Action Towing & Recovery <actiontowinglloyd@hotmail.com>
Subject: Blue Lights and Burgers

Good Day;

Thank You so much for attending the RRA sponsored Blue Lights and Burgers that was hosted by Action Towing last Wednesday. Without the assistance of the media, the safety message is much more difficult to get out. There was such a great turn out that night.

The finished product (story) that was put out by your crew was just perfect! Explained the event with a local story that really eloped to explain the importance of the message.

Thanks Again!

Brad Stratyчук - President RRA

"Join your local Association. Get involved Make a difference!"

Roadside Responder's Association of Saskatchewan Inc.

Box 7341

Saskatoon, Saskatchewan

S7K 4J3

2. Offering work experience placements and tours to educational groups

Stingray Radio provides public access at all times for students to tour the facilities and learn about broadcasting and the music industry.

In 2021, CFRQ, offered an internship program with NSCC's Radio and Television Program. However, no students had enrolled this year who qualified under the diversity guidelines

The Breeze 104.3's street team member job shadowed in the programming department providing additional support during vacation coverage. The street team member is a visible minority.

CHRK has open communication with a community member who is a person with a disability and a strong passion for radio. Discussions involve radio and opportunities going forward once the pandemic is over.

3. Providing the “Cause of the Day” feature in many of its markets across the country.

The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 47 markets that Stingray Radio serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their organizations. Following is a small sample of organizations benefiting from this initiative:

- Tim Horton’s Camp- send local youth to camps to learn new skills and grow
- Muscular Sclerosis – Burgers to beat MS Day
- Bell-Let’s Talk
- Alberta Lung Association
- Edmonton Epilepsy Association
- World Suicide Prevention
- Big Brothers Big Sisters
- Asthma Society
- Kidney Foundation of Canada- Kidney Walk
- Ronald McDonald House- McHappy Day

4. Providing Community Input and Feedback

Within our stations, we provide many opportunities for audience and community input and feedback. Methods used include:

- Electronic media in the form of email, website contact coordinates, social network media, texting;
- Focus groups at select stations for the purpose of interactive dialogue on programming; and
- Call-in segments embedded in our daily programming.

Internal Communication

Stingray Radio maintains established practices to ensure that company policies, practices and initiatives are communicated effectively throughout our organization. The HR department acts a conduit to ensure the consistent and comprehensive distribution of information to all staff. Methods include:

1. Direct to all email for company-wide notifications.
2. Secure Stingray Radio HR website and Job Posting website.

3. Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Stingray Radio's diversity policies and initiatives.
4. Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with staff.
5. Racial Equality Committee that meets regularly to tackle issues and initiatives to increase and enhance representation and support of ethnocultural diversity on and off the air

Conclusion

The Covid 19 pandemic has indeed provided challenges over the past couple of years, but Stingray Radio continues to embrace the principles of cultural diversity, both in its programming and in its day to day operations. The extracts contained in this report serve to provide a representative sample of the types of programming, workforce, and outreach activities undertaken at Stingray stations each and every day to ensure that the interests of our diverse constituents are fulfilled.

Appendix A

Sample List of Emerging Artists of Diverse Backgrounds receiving Airplay on Stingray Radio stations

Note: BIPOC (Black/Indigenous/People of Colour)

<u>Artist</u>	<u>Origin</u>
Ajay Friese	Indian-Canadian
Alessia Cara	Italian
Ali Gatie	Iraqi
Aysanabee	Indigenous
Azeem	Lebanese
Bakar	Yemen
Beabadoobee	Filipino
BBNO\$	Armenian
BIBI	South Korean
Black Pumas	African-American
Blakdenim	African-American
Brazzy	African-Canadian
Burna Bandz	African-Canadian
Carolina East	Indigenous
Chefinthekitchen	BIPOC
Crown Lands	BIPOC
CZN	BIPOC
Dears	African
Doja Cat	South African
Don Amero	Aboriginal
Donny Lee	Indigenous
DJ Charlie B	BIPOC
Elephant Stone	Indian
Genevieve Fischer	Metis
Haze	BIPOC
Honcho Hoodlum	BIPOC
Japanese Breakfast	South Korean
Jarrid Lee	Indigenous
Jimmie Allen	African- American
JoJo Mason	African- American
Julian Taylor Band	Indigenous-Jamaican
Just John	BIPOC
J Neat	BIPOC
Josef	Lebanese

<u>Artist</u>	<u>Origin</u>
Kampaign	BIPOC
Keep6ixSolid	BIPOC
Kennyhoopla	African-American
Kinnie Star	Indigenous
Leondro	BIPOC
Legion of Saints	Indigenous
Lil' OT	BIPOC
Majid Jordan	Bahranian
Mali Leona	French Canadian
Melodic Child	BIPOC
Mighloe	BIPOC
Munno Cash	BIPOC
Notifi	BIPOC
OBSG'S	African
PartyNextDoor	BIPOC
Pressa	BIPOC
PlayaT	BIPOC
Rodrigo y Gabriella	Mexican
Run the Jewels	African-American
Silver Wolf Band	BIPOC
So Tragic	French Canadian
Tanya Tagaq	Indigenous
Teagan Littlechief	Indigenous
Teigan Gayse	Metis
The Dead South	African Canadian
The Hu	Mongolian
The Halluci Nation	Indigenous
The Dead South	African-Canadian
The Hu	Mangolian
The Halluci Nation	Indigenous
Yelawolf	Indigenous
Yola	African
Zach Zoya	BIPOC
Zoo Legacy	BIPOC