



Newcap Radio

Cultural Diversity Plan

2017 Annual Report

Submitted January 24, 2018



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Introduction

Newcap Radio is a Canadian broadcast company that focuses on continuing to develop a radio presence serving small and large markets with equal commitment to service and to meeting the objectives of the Broadcasting Act. The following excerpt identifies Cultural Diversity in broadcasting as one of the basic tenets of the Broadcasting Act:

(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,

(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.

Newcap 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 Newcap serves. We recognize, as an organization that operates in the public domain, our commitment to all constituents – to our workforce, to our listening audience and to the communities we serve.

Newcap Radio operates 72 originating radio stations in 46 markets across 7 provinces in Canada. Additionally, Newcap operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and Global networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.



Corporate Accountability

Newcap Radio Employment Equity Mission Statement

“Newcap 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 Newcap 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 Newcap Radio identify a senior executive who is accountable for the Cultural Diversity practices of its organization. This individual is the Vice President – Regulatory Affairs and Strategic Planning. This individual is responsible to the Chief Operating Officer, 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 Newcap employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Newcap 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 Newcap.

Newcap Radio’s Cultural Diversity Goals

Newcap 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 Newcap 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 Newcap 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 Newcap Radio are representative of the diversity that exists within the communities we serve.

Cultural Diversity Plan

Newcap 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. Newcap is committed to continued development of its Cultural Diversity Plan so as 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 "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap 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 monthly reporting regime has been instituted for all stations, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. Annually the results of our Cultural Diversity initiatives are provided to all Newcap employees and the Cultural Diversity Coordinator is available for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.
6. The annual Cultural Diversity report is delivered to all staff via the Employment Equity committees.



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 all Newcap stations include the following components:

1. A formal monthly 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 monthly reporting process.
3. Feedback to those with programming responsibilities. The data received in our monthly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. An understanding of the objective to cover stories of relevance to ethnic audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Newcap staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
6. Public accessibility via telephone, faxes, texting, and email as well as in-person access to on-air personnel at our local offices.

As part of our corporate culture, Newcap on-air personnel are re-enforced by management in their responsibility for the fair, accurate and representative portrayal of cultural diversity in our programming. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Newcap staff.

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



Kelowna/Penticton/Kamloops

Newcap Inc. operates 2 stations in the Okanagan valley. CIGV broadcasts throughout the valley and CKKO's coverage area is restricted to the Kelowna market. The format for CKKO-FM (Kelowna) is Classic Rock and CIGV-FM (Penticton) is Country music. On June 26, 2017, Newcap Radio acquired 100% of the shares of NL Broadcasting Limited, and now operates the radio broadcasting licenses CHNL-AM, CJKC-FM, and CKRV-FM in Kamloops, British Columbia. CHNL-AM is a classic hits station, CKRV-FM is a variety/adult hits station and CJKC-FM is a country station.

Programming samples:

- January 23 story: The Kelowna Blind curling club defended its provincial title.
- February 5 story: Female South Korean Chef, Jinhee Lee of Foreign Concept takes Gold in the Canadian Culinary Championships.
- March 5 story: Big White Paralympics Snowboard Championship.
- April 20 story: Alix Hawley, female Kelowna author has taken the top prize in a national short story contest.
- May 5 story: Asian Heritage Month's opening Gala.
- July 3 story: First Nation dancers tell their history at Canada Day celebrations.
- August 9 story: Matt Stutzman being born without arms, wins gold at national archery championship in Indiana.
- Sept 27 story: Saudi Arabia to allow women to drive in historic decision.

Vancouver

Newcap Radio operates broadcasting licenses CKZZ-FM (Zed 95.3), CHLG-FM (LG 104.3 FM), and CISL-AM (AM 650) in Vancouver. CKZZ-FM format is CHR; CHLG-FM is Classic Hits; and CISL broadcasts in the Oldies format. CISL-AM was sold to Rogers Media Inc. on June 26, 2017.



Programming samples:

- January story: Its official the Bank of Canada has named the first woman who will appear on a banknote: Viola Desmond.
- February 22 story: Oscar awards: The supporting-acting awards went to male African American Mahershala Ali for "Moonlight" and female African American, Viola Davis for "Fences".
- June 23 story: Croatia Days Festival ; displays of paintings and sculptures by local Croatian artists, costume displays from all regions of Croatia, live music and food from all parts of Croatia, as well as folklore performances and a concert from popular tambura band Mejaši.
- July 6 story: Surrey Fusion Festival; multicultural event with over 40 international pavilions and exhibitors representing music, food and dance from around the world.
- July story: The Drum is Calling Festival: festival of Indigenous and diverse arts and culture, including vocalists, fashions, drumming, and hands-on workshops.
- Sept 22 story: Former Vancouver Mayor Sam Sullivan, quadriplegic believes he is the right person to return the BC Liberals as the governing party and solve some of the province's most pressing issues.

Ottawa

Newcap 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 Ottawa stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and persons of visible minority. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

Programming samples:

- February 24 story: Serge Jonas Ibaka Ngobila, a Congolese-Spanish professional basketball player, is expected to make his Toronto debut when the Raptors host Boston.
- March 1 story: The Lego Toy Company announced the winner of its semiannual Lego Ideas competition honoring five women of NASA. The women are computer scientist Margaret Hamilton, mathematician Katherine Johnson, astronaut Sally Ride, astronomer and executive Nancy Grace Roman and astronaut Mae Jemison.



- March 20 story: Sesame Street introducing a new Muppet, Julia, who has autism.
- March 30 story: NASA astronaut Peggy Whitson, the world's oldest and most experienced spacewoman set a record for spacewalking when she began the eighth spacewalk of her career this morning outside the International Space Station.
- May 31 story: A new report is calling for an overhaul of special education funding for First Nations students from reserves in Ontario.
- June 7 story: Defense Minister Harjit Sajjan, Indian, has released the government's defense policy review.
- October 2 story: Jagmeet Singh, Punjabi descent, is spending his first day as the newly minted leader of the federal NDP meeting MPs individually as he prepares to name a leader in the House of Commons.
- December 15 story: James Bartleman Indigenous Youth Creative Writing Awards- Bartleman was the first Indigenous person to be appointed lieutenant governor in Ontario and the award was set up as part of his legacy of promoting literacy among Indigenous youth.

Toronto

Newcap Radio operates CHBM-FM (Boom 97.3) and CFXJ-FM (93.5 Flow) in Toronto, Ontario. The format for CHBM-FM is Classic Hits and CFXJ-FM is CHR.

Programming samples:

- January story: Canadian Women's Ice Hockey player Hayley Wickenheiser announced her retirement.
- April 2 story: Russell Peters, Canadian comedian and actor of Indian descent will be hosting the Juno Awards.
- May 7 story: Trinidadian-American rapper, Nicki Minaj has offered to pay college tuition fees and student loans for several of her fans.
- June 8 story: Portuguese-American Domingos-Antonio Gomes sets world record of hitting single piano key consecutively.
- July 9 story: Andre De Grasse to run in 200 m event at Canadian track championships tonight.
- July story: PSA 2017 Special Olympics Ontario.
- August 1 story: Alfie Zappacosta, Italian singer/songwriter was interviewed at the station.
- October 18 story: Happy Birthday to Freida Pinto, 33 Indian actress best known for her roles in films including Slumdog Millionaire, Rise of the Planet of the Apes, Immortals, and Jungle Book.



- December 5 story: Alfonso Ribeiro, who has a Trinidadian and Tobago background, named 2017 Entertainer of the Year.

Edmonton

Newcap Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a Classic Hits station, has a strong community focus, with the majority of its programming of relevance to diverse audiences coming from non-news content. CIRK-FM operates as K-97, a Classic Rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content as opposed to news.

Programming samples:

- January 15 story: Indigenous leaders in Alberta are praising a proposal to include more First Nations people in pipeline monitoring and spill response.
- March story: Alberta is making more of its provincial parks accessible to people with physical disabilities.
- April story: A teenager from Saddle Lake First Nation has been chosen as one of the lead dancers for an event considered to be one of the world's biggest powwows in the annual Gathering of Nations Powwow in Albuquerque, New Mexico.
- May story: The province is putting money into a pre-apprenticeship program---to help Indigenous people go after careers in construction.
- August story: The government started the Aboriginal Training to Employment Program as a pilot in 2015 aimed at helping about 600 Indigenous Albertans.
- September story: The city of Edmonton officially opened a new downtown park that honors Canada's first indigenous police officer. Alex Decoteau joined the police service in 1909.



Calgary

Newcap 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:

- January – February 24 story: Masks International Vizard Show - Dozens of countries, cultures and stories in theatrical performances.
- Throughout 2017, there has been ongoing sponsorship for:
 - Tribal Chiefs Employment and Training Services Association(TCETSA)
 - Calgary Multi-cultural Centre
 - Immigrant Services of Calgary(visible minority focus)
 - Ability Society(persons with disabilities)
 - Aboriginal Friendship Centre

Camrose

Newcap Radio operates 2 radio stations in Camrose, Alberta. CFCW-AM is a heritage Country AM station and CFCW-FM is a Country station.

Programming samples:

- Throughout 2017: The Ukrainian 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.
- April 10 story: PSA ran for the Special Olympics Camrose Registration.
- May 13 story: PSA ran for this Mexican Fiesta themed event in Parkland County.
- August 4 story: CFCW ran PSA's for the Dauphin National Ukrainian Festival.
- October 21 story: CFCW ran PSA's for an Oktoberfest Dinner/Dance Fundraiser with authentic German cuisine.
- October 28 story: CFCW Presented Gordon Lightfoot at the River Cree Resort & Casino at Enoch Cree Nation.
- November 4 story: CFCW ran PSA's for the Westlock Interact Club Dinner/Dance/Auction, celebrating Hawaiian culture with a Hawaiian Luau.



Central Alberta Region

The Central Alberta Region includes the following Newcap 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	CHR
Drumheller	CKDQ-AM	Country
Stettler	CKSQ-FM	Country
Blairmore	CJPR-FM	Country

Central Alberta is an agriculturally based economy, supplemented by moderate oil activity. The markets are all small, with a significant rural component. Agriculture and weather play a significant role in the 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:

- February 8 story: The province and Metis Nation of Alberta have signed a new agreement which shows Metis rights are being acknowledged by the province.
- March 9 story: Aspire Special Needs annual Decadent Dessert Night; Providing program and equipment support to children and families with special needs.
- June 7 story: 10th annual Red Deer and District Community Foundation Women of Excellence Awards, honoring women for their contributions to the community.
- July 7 story: It's Day five of the World Indigenous Nations Games.
- July 18 story: 66 athletes from Red Deer were among 1200 individuals who participated in the Special Olympics Alberta 2017 Summer Games.
- July 31 story: Olds College is welcoming 30 international exchange students from Mexico this summer.
- September 22 story: Peace Day, an event hosted addressing multiculturalism, integrations and inclusive communities.
- October 31 story: The long awaited Red Deer Assoo-Ahum Crossing housing project has officially opened. It is designed to be a safe, accessible and affordable housing facility for local indigenous people.
- December 12 story: A Metis RCMP officer is the new leader of the detachment in Maskwacis in Central Alberta.



Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-TV	Independent – Global programming
Lloydminster	CITL-TV	Independent - CTV programming
Wainwright	CKKY-AM	Rock
Wainwright	CKWY-FM	AC
Cold Lake/ Grand Centre	CJXK-FM	Rock
St Paul	CHSP-FM	Country
Bonnyville	CJEG-FM	CHR
Lac La Biche	CILB-FM	AC
Wetaskiwin	CKJR-AM	Oldies

Programming samples:

- April 12 story: Nobel Peace Prize winner Malala Yousafzai, who is a Pakistani activist for female education, was in our nation's capital this afternoon.
- July 26 story: First Nations Chiefs and other leaders are gathering for the 38th annual assembly of the First Nations Meeting in Regina.
- September 11 story: The Filipino community welcomed Consul General Julius Torres as a special guest to the Philippine Outreach Services in Lloydminster.
- September 22 story: Vahen King, from Edmonton, won the title of Miss Wheelchair Canada and will now go on to Miss Wheelchair World Competition.
- November 29 story: The Lloydminster Public School division is now offering Cree language classes, which complements existing programs and partnerships that support the engagement of First Nations Metis students.
- Wetaskiwin station airs the following weekly ethnic programs:
 - Sunday 2pm – 5:30pm – Augarela Portuguesa show
 - Sunday 5:30pm – 7:30pm – Italianissimo show
 - Monday-Saturday 6pm–10pm – Radio Sangsuran (East Indian music, news and information)



North-West Alberta Region

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

Programming samples:

- January 17 story: Jujhar Khaira, an Edmonton hockey player, became only the third *player of* Punjabi descent to hit the back of the net at the NHL level.
- February 22 story: Vicki from the High Prairie Native Friendship Center came to talk about their new women's program.
- June 20 story: Governor General Awarding Indigenous Leaders.
- August 16 story: Provincial Government announcing another 1.9 million to train Indigenous people for jobs in the construction industry.
- September 20 story: Edmonton's first new downtown *park* in three decades pays tribute to Alex Decoteau, a war hero, an Olympic athlete and Canada's first Indigenous police officer.
- October 26 story: Former Paralympian Rick Hansen calling on Canadian universities to do more to help graduates with disabilities to get jobs once they leave school.
- October 27 story: CKBA Morning Show guests of local Interact Club members including exchange student from Poland and a returning student from Belgium.
- Dec 1 story: High Prairie Native Friendship Center Spiritual Awakening Class.

Sudbury

Newcap operates 2 radio stations in Sudbury Ontario. CHNO-FM operates in the Classic Hits format and CIGM-FM operates in CHR format.



Programming samples:

- February 10 story: The Afro-Heritage Association of Sudbury will be holding a Black History Month celebration. The event is an experience of culture through spoken words, poetry, dance, music, and food.
- June 21 story: The N'Swakamok Native Friendship Centre is hosting the 6th Annual National Aboriginal Day Festival.
- August 14 story: About 50 Sudburians with Pakistani roots gathered Monday morning for a celebration of the 70th anniversary of Pakistan's independence.
- September 1 story: Brightly-colored wooden StopGap ramps have been popping up throughout Sudbury solving barrier issues for several businesses - making their entrances accessible for customers with mobility challenges.
- September 14 story: The Ravi family hosts a traditional East Indian Dinner to raise funds for the Alzheimer Society.
- December 5 story: First young woman with Down syndrome to compete in Miss USA State pageant.
- December 18 story: The world's first Indigenous language TV streaming app launched on the App Store Tuesday, allowing people to access Ojibway education and entertainment programming through an Apple TV device.

Moncton

Newcap Radio operates 2 radio stations in Moncton, New Brunswick. CJMO-FM is a classic rock station and CJXL-FM is a country station.

Programming samples:

- February 18 story: Women and Wellness, an evening of mental wellness, inspirational stories and fundraising.
- April story: Autism Awareness Walk.
- May 1 story: PSA Heart and Stroke Foundation of New Brunswick Annual Stroke Conference.
- June 27 story: Promoted Canadian Multiculturalism Day at Oak Lane.



Fredericton/Saint John/Miramichi

Newcap Radio operates 2 stations in Fredericton, CFRK-FM, a CHR station, and CIHI- FM, a classic hits station. Newcap Radio also operates CHNI-FM in Saint John, New Brunswick. This station broadcasts in the mainstream rock format. Newcap Radio operates CHHI-FM, Sun Radio in Miramichi which broadcasts in the CHR format.

Programming samples:

- February 2 story: Fifteen teachers have been hired to help with diversity and respect in the province's schools.
- March 8 story: International Women's Day (IWD), a celebration that is shared by women all around the world. IWD is a chance to celebrate the economic, political and social achievements of women past, present and future.
- April 10 story: Parks Canada is being urged to consider adding a Mi'kmaq name to a national park in Prince Edward Island.
- June 21 story: In the spirit of the United Nations Declaration on the rights of Indigenous Peoples, Trudeau announced the renaming of National Aboriginal Day as National Indigenous Peoples Day
- August 13 story: Thirty-three Indigenous youth graduated the other day from the Black Bear program - a summer employment program.
- October 8 story: New Brunswick has become the eighth province to offer Medicare coverage to international students.
- November 15 story: A resident of a New Brunswick First Nation says several band members saved his life.
- November 28 story: Some of the world's top parasport athletes will be visiting the Capital City to participate in the World Sledge Hockey Challenge.

Charlottetown

Newcap Radio operates 2 radio stations in Charlottetown, P.E.I. CHTN-FM is a Classic Hits station and CKQK-FM is a CHR station.

Programming samples:

- February 14 story: Cameron Gordon, African American, was introduced as the 2017 Easter Seals Ambassador.



- March 3 story: Event Sponsor & PSA: Dining in the Dark | CNIB. Take part in an unforgettable culinary experience where you'll rely on all of your senses—except sight.
- July story: PSA Summerside Diverse City Multicultural Festival .
- August 24 story: PSA Lennox Island 17th annual Pow Wow.
- September story: Feel the beat at the Island Rhythms Festival. This family-friendly event will feature free demonstrations and performances from Mi'kmaq, Acadian, and Scottish cultural groups.
- October 30 story: The Charlottetown Airport Authority partnered with the Autism Society of PEI to host a mock travel day for individuals on the autism spectrum and their caregivers.
- October story: PSA October has been known as Mi'kmaq History Month to recognize and celebrate Mi'kmaw culture and heritage.
- December 4 story: The Town of Stratford, in Partnership with the PEI Council of People with Disabilities, recognized the International Day of Persons with Disabilities by hosting a public forum.

Halifax

Newcap Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. CFRQ-FM is a Classic Rock station, and CKUL-FM is a CHR station.

Programming samples:

- February 17 story: Mi'kmaq Heritage and Culture honored as the 2017 NS Heritage Day.
- June 16 story: Gord Downie receives Order of Canada for recognition of outstanding Indigenous leadership. Award reflects his work to bring increased awareness of the history of Indigenous peoples.
- June 21 story: Today is National Aboriginal Day. On the Halifax Common, the Mi'kmaq Native Friendship Centre is having a powwow, a dream catcher workshop.
- September 11 story: Syrian refugee family open business in Antigonish.
- October 18 story: Nova Scotia Indigenous playwright, Cathy Elliot, from the Sipekne'katik First Nation, is being remembered for her accomplished career.
- October 27 story: Viola Desmond, Canadian Black Nova Scotian business woman, to be added to Canada's Walk of Fame in November.



Sydney, Nova Scotia

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

Programming samples:

- January story: The public is invited to a reading of the Proclamation in Celebration of African Heritage Month.
- February story: School Board Member Darren Googoo is the first Mi'kmaq representative to be Chair in the province of Nova Scotia.
- March story: Aimee Gordon captured Gold in the Women's 500M race in Speed Skating at the Special Olympic World Winter games this morning in Austria.
- May story: Membertou finalized a deal last week that has resulted in the purchase of 70 acres of land. Chief Terry Paul says the acquisition is an investment in future opportunities.
- June story: National Aboriginal Day; there will be a celebration with food, Indigenous entertainment, and a live stream of APTN's Aboriginal Day Live concert. The day is meant to celebrate the unique heritage, diverse cultures and outstanding achievements of First Nations, Inuit and Metis peoples in Canada.
- July 23 story: Promoted and visited Dive for gold fundraiser for the Atlantic Burn Camp which runs camps for children permanently scarred by burns.

Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

Programming samples:

- January 28 story: PSA- fundraiser for para-athlete wheelchair racer, Ben Brown, competing in Road to London World championship.
- February 8 story: PSA for The Fundy film screening of Maliglutit, a film by Inuit filmmaker, Zacharias Kunuk.
- March 26 story: promoted the AGM of the Jijuktu'kwejk watershed alliance hosted by the Annapolis Valley First Nation.
- April 1 story: PSA for Light It Blue, autism event.
- June 21 story: Scotia Mi'kmaq artist says he was thrilled his design will be featured on a Royal Canadian Mint new five-cent coin.
- June 25 story: PSA Walk for Guide Dogs, which raises funds to provide guide dog training and guide dogs for those in need.



- October 25 story: African Nova Scotian, Viola Desmond is among six people whose names are being added to Canada's Walk of Fame in Toronto next month.
- November 18 story: promoted a Mi'kmaw supper and experience featuring artifacts, traditional crafts and food.

St John's, NL

Newcap Radio operates 4 radio stations in St John's, NL. VOXM-AM is a news-talk/Classic Hits station, VOXM-FM is a Classic Rock station, CKIX-FM is a CHR station and CJYQ-AM is a news/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, Trad NL music
Clareville	CKLN-FM	Country
Marystown	CHCM-AM	News, Talk, Classic Hits, Trad NL music
Carbonear	CHVO-FM	Country
Corner Brook	CFCB-AM	News, Talk, Classic Hits, Trad NL music
Corner Brook	CKXX-FM	Classic Rock
Goose Bay	CFLN-FM	News, Talk, Country, Trad NL music
Grand Falls	CKXG-FM	Classic Rock
Grand Falls	CKCM-AM	News, Talk, Classic Hits, Trad NL music
Gander	CKXD-FM	Classic Rock
Gander	CKGA-AM	News, Talk, Classic Hits, Trad NL music
Stephenville	CFSX-AM	News, Talk, Classic Hits, Trad NL music

Programming samples:

- March 6 story: PSA: The Qalipu First Nation is pleased to announce that registration is now open for its sixth annual Aboriginal Business Forum, Mawio'mi 2017.
- April 19 story: Interview with Leonard Roxon regarding the NL Indigenous Swim Team participating in Swim Trials on April 23rd to compete in the International Indigenous Swim Competition.
- June 27 story: Grand Chief of Innu Nation Simeon Tshakapesh re: upcoming Innu Nation Election.
- September 9 story: PSA: The Beothuk Interpretation Centre presents Voices on the Wind. It's an exciting collaboration with our Aboriginal communities, to celebrate the ongoing human connections to the Beothuk people! Visit the spirit garden to honor the Beothuk spirit through dancing, singing, drumming, feasting, & teachings.



- November 3 story: Wheelchair Basketball in this province has seen some great strides with some of its players playing nationally and worldwide.
- Dec 1-31 story: Become a CNIB Vision Mate and experience the rewards of giving back. With only two hours a week, you can help someone in your community with these everyday tasks. Learn how at cnib.ca/volunteer.
- December 6 story: The provincial government has announced a plan to keep international students in the province after graduation.

Recruitment, Hiring and Retention

Employment Practices

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

Recruitment

Newcap adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Newcap 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. Newcap's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

Hiring

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

1. Newcap Radio Human Resources Manual
2. Newcap Radio Best Practices for Cultural Diversity
3. Employment Equity documents
4. Newcap Harassment Policy
5. Newcap Code of Business Conduct and Ethics
6. Tour of the Newcap 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 Newcap Radio are treated with dignity and respect. Newcap 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. Newcap will not tolerate behavior that may be considered discriminatory or harassing.

Retention and Career Development

Newcap 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 Newcap 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 broadcast industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
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 Newcap, 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 Newcap as a means to exchange experiences and interact with other media personnel outside of the company.
5. Newcap's corporate office employs senior executive personnel in each operational discipline. These individuals act as a resource to station personnel. They are available on site at the discretion of the station management to provide mentorship, training and expertise to employees.



Newcap Initiatives

Newcap Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcast professionals. The vast array of perspectives that come with a diverse workforce provide for an ideal 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, Newcap Radio engages a number of initiatives including the following examples:

1. Newcap Charlottetown hosted a student for a 3 month term from NAIT's Radio Program giving the student hands on experience in each department of our stations. Throughout the year they also hosted several groups of high school transition students who are searching for the career path they wish to pursue. They were given a tour of our station and made known about the opportunities that are available within our operation. Ocean is also spearheading a campaign along with the Canadian Mental Health Association to help with awareness and programs offered to deal with mental health concerns.
2. Newcap Television hosted 6 practicum students from NAIT throughout the year. They worked with our television news and sports department and produced stories, volunteered in the community and were able to get some anchoring experience.
3. 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 minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Newcap Radio Workforce

In terms of our workforce, it is Newcap 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 quarterly and communicate both the existing data and the objectives to all employees within Newcap 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 Minority Persons and Persons with Disability. Progress is monitored and reported to the General Managers annually.

The following table indicates the present status of our workforce.

Newcap Radio 2017 Workforce Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
British Columbia	114	50	2	0	6
Alberta	288	133	10	7	14
Ontario	155	69	2	5	17
New Brunswick	63	20	2	4	1
Nova Scotia	85	39	5	4	1
Prince Edward island	26	12	0	2	0
Newfoundland-Labrador	102	40	4	2	4
Totals	833	363	25	24	43

On a monthly basis, we monitor the recruiting activities, to ensure that our screening process gives due attention to the objective of increasing the representation of Aboriginal peoples, Visible Minority persons and Persons with Disabilities within Newcap Radio.

On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to all 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 Newcap Radio who have recruiting responsibilities. Management is responsible to ensure that recruitment practices are modified as necessary to improve representation in their region.



Internship, Mentoring and Scholarships

Newcap 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. Employees identified possessing potential for advancement are provided with opportunities to participate as guests in local management meetings and are given the opportunity to travel to other locations to share best practices, to learn from these experiences and to share their knowledge with personnel in other Newcap locations.
2. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Newcap Radio underwrites all costs and time off that may be required.
3. Newcap 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. Newcap 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, Newcap promotes airplay for established and emerging artists among its stations. Where possible, we identify artists for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of 100 emerging and established artists from diverse backgrounds receiving airplay on Newcap 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 Newcap Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Newcap's commitment to Canadian Content Development is significant. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2017, Newcap supported Carivibe, an organization that celebrates Caribbean culture in its annual festival, with a contribution of \$10,000. Newcap provided CCD funds of \$40,000 to support Vancouver's Music Heals organization which supports music therapy for persons with illnesses and disabilities. Newcap also provided CCD funding of \$185,000 for musical initiatives specifically targeting Aboriginal musical artists in Vancouver. In addition, Newcap contributed \$1,599,938 to FACTOR, CRFC and Starmaker who also support diverse initiatives.

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. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently a senior member of Newcap's management team volunteers with the CBSC as a regional adjudicator and a member of the Board of Directors



Station Community Outreach Activities

Newcap Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves in its role as a responsible broadcaster.

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. Newcap encourages this activity amongst its on-air staff, and particularly when there is a social benefit to the audience. Following are a few examples:

- Sydney CHRK- Broadcast from Kluscap Ridge cultural day. Mi'kmaq drumming, dancing, craft making, traditional food sampling, cultural demonstrations, games, and archery.
- Bonnyville CJEG Kyle Moore did a story on India film fest in Cold Lake and emceed the event.
- Kentville CIJK – Our promotions director, Doug Ralph is now chair of Directors at Rowan's Room Development Center. This allows us to greater promote their programs and community initiatives.
- Edmonton CFCW Sponsored Vikings in the Streets, a festival celebrating Viking/Norwegian culture. June 16-19
- Calgary XL 103 promoted & attended Masks International Vizard Show - Dozens of countries, cultures and stories in theatrical performance.
- Red Deer CKGY/CIZZ Aspire Special Needs Resource Centre – promoting the children's raffle and upcoming spring fundraising gala. Major sponsor for 2017.
- Sudbury CHNO Live on location at the Dream Home to bring awareness/ raise money for people with hearing disabilities.
- Fredericton New Country 92.3 was a major sponsor of the Fredericton Walk for Alzheimer's. Richard Jones from the Afternoons Morning show was on site to emcee the festivities and get the crowd pumped up and ready to raise money for a great cause.



- Bonnyville CJEG Justin Marshall emceed the International Day for Persons with Disabilities held at the Beaver River fish and gaming building.
- Charlottetown station announced again as sponsor of the Special Olympics PEI Enriching Lives Gala.

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



Drum is Calling Festival – LG Media Sponsor

Dear Sherri,

It is my pleasure to attach the Drum Is Calling Festival Report. With your support, The Drum Is Calling's groundbreaking and ambitious program became the largest Aboriginal festival in Canada, with more than 700 artists performing over 9 days to an audience of 40,000 people - truly a landmark achievement!

A Festival highlight video is in the works, which I will share with you on completion. In the meantime, on behalf of BRANDLIVE and the City of Vancouver, a sincere thank you - we couldn't have done it without you.

Best,
Rob.

--

Rob Hollingsworth
Director of Sales + Business Development

Contribution to Public School Education

To: Stacey Commer <scommer@newcap.ca>; Nicole Stillger <nstillger@newcap.ca>; Josh Ryan <jryan@newcap.ca>

Cc: Gregory McCosham <gmccosham@newcap.ca>; Randi Noble Smith <rnsmith@lcsd.ca>; drobertson@lcsd.ca

Subject: Thanks

Let me start by saying, Thank YOU.

I wanted to formally send some gratitude Newcap's way for all for your incredible work throughout our school year.

On behalf of the Lloydminster Catholic School Division, I want you to know how appreciated your great work, professionalism and fun spirit were as we highlighted our special staff and students.

We look forward to working with you next year.

Sincerely,

Jessie Mann, Randi Noble Smith and the Communications Team at LCS D



Boom 97.3 Make a Wish Foundation



There are few experiences more powerful than making a wish come true.

We are delighted that thanks to the *Stu Jeffries Thousand Dollar Make-A-Wish Minute* this past December, boom 97.3 listeners came together to raise \$136,738 – allowing us to grant more than 13 wishes for children living with critical illnesses in the Toronto and Central Ontario region.

We are so very grateful for the support of the boom 97.3 family, who rallied around kids and families in the community to give them the gift of a life-affirming wish. Our special thanks to Stu, for his passion and awe-inspiring support. What began as a dream to grant two wishes in 2015, has grown beyond our imagination. In three years the campaign has raised more than \$300,000.

A wish is not a fleeting gift – it's a carefully planned journey, designed to complement the child's medical treatment, and give them the hope, strength and joy they need to fight their illness.

A wish-come-true empowers and transforms the lives of anyone who plays a part. It allows everyone involved, whether family members, volunteers, sponsors or extended communities, to experience true happiness. It gives children renewed energy and strength, brings families closer together, and unites communities.

Thank you for all you do – together, we transform lives, one wish at a time.

Sheila Rees
Regional Director, Toronto & Central Ontario
Make-A-Wish Canada

4211 Yonge Street, Suite 520
Toronto, Ontario
M2P 2A9 Canada

T. 416-224-9474
TF. 1-888-822-9474
F. 416-224-8795



makeawishtco.ca



IWK Health Centre

The IWK Health Centre is a hospital in Halifax, Nova Scotia that provides care to women, children, and youth from Nova Scotia, New Brunswick and Prince Edward Island.

Nov 9th

Dear 93.1 Radio Station,

Thank you for your recent generous gift of a shirt, a hat, two pairs of sunglasses, two CD's, and two thermoses to UNB's Computer Science Association. Your willingness to support the event made the event all the more special for the participants and makes all the difference in the lives of the children at the IWK.

Thanks to you the University of New Brunswick Computer Science Association was able to host yet another spectacular Extra Life gaming marathon to raise funds for our local Children's Miracle Network hospital.

Because of your charitable donation, we were able to set up an amazing collection of prizes for our participants. They were extremely excited every time we drew for prizes and were able to carry out that energy for the entire event making it one of the best gaming marathons hosted to date! While donations are still coming in, so far we have raised USD\$ 2412 online and CND\$ 1180 in cash donations for the IWK.

Again, thank you for your very generous donation and if you would ever like to partner yet again for another event please feel free to reach out.

Sincerely,

Adrian Bolesnikov

Charity Representative

University of New Brunswick Computer Science Association



Autism Connection Fredericton

Dear Kenton & Dave
Huge thanks to UP! 93.1 for
providing publicity for the bowl-a-thon
fundraiser for Autism Connections
Fredericton. The \$24,000+ that
we raised will enable ACF to
continue providing educational
recreational & social opportunities
for children, teens and adults
on the autism spectrum. We
really appreciated your support.
Liz McDonnell



2. Offering work experience placements and tours to educational groups

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

In 2017, the Promotions Department in Newcap Edmonton was able to host a number of station tours for Edmonton and area clubs, and in addition were able to take-on two internships. The students worked with the promotions, production and creative departments, helping them to gain practical hands-on knowledge that gave them a head-start when joining the work force after completing their graduation from their broadcasting courses. One student applied for a sales position at CFCW FM following her internship, and was hired as a junior Sale Repetitive.

Rock 88.9 Girl Guides Visit – In February, the West-side chapter of Girl Guides took their weekly meeting on the road to the Rock 88.9 Studio. Rod showed them around the station and how things worked in the control room.

Gerard Lampow, Newcap Lloydminster, conducted 25 tours throughout 2017. Being a weather anchor, he also did several sessions teaching students about weather.

CHHI gave tours of the station throughout the year to Daycares and high school students. NBCC students were invited in to record Christmas songs. The students also helped us with our Food for Friends campaign, collecting food donations for the Miramichi Food Bank. CHHI also held a special SunFM Birthday Party for our #1 fan. Bell is a beautiful young lady with Down syndrome and all she wished for her birthday was to spend it with the Sun FM crew. We had Bell on air. In addition she enjoyed a special sweet 16th birthday party at her house with the SunFM crew.

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 46 markets that Newcap serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their causes. Following is a small sample of organizations benefiting from this initiative:



- Cystic Fibrosis Canada - Shinerama Shine Day
- Orange Door Project – housing and hope of homeless youth
- MS Society of Canada- A & W Burgers
- The Children’s Foundation- McHappy Day
- The Lung Association- Amazing Race
- Canadian Hard of Hearing – Ultimate Dream Home
- Make a Wish Foundation – Rope for Hope
- Brain Injury Society – Community Wellness Ride
- BC Parkinson’s Society- Step and Stride Fundraiser
- Canadian Cancer Society – Terry Fox Run
- Canadian Blood Services
- Parkinson Society – Step and Stride Walk
- Easter Seals hosting the Annual Telethon- kids with physical disabilities
- Canadian Hard of Hearing Association
- Ronald McDonald House- a charity devoted to helping give sick children what they need most- their families - Rubber Duck Race
- Diabetes Association- Strike Out Stigma Bowling
- War Amps Canada
- Alzheimer Society- Walk for Alzheimer’s
- Crohn’s and Colitis Society – Gutsy Walk
- Heart and Stroke- The Big Bike Campaign
- Muscular Dystrophy – Fire Truck Pull
- Autism Society- Radiothon; Cycle for Autism
- Tim Hortons Camp Day
- Canadian Cancer Society- Lemonade Standimonium
- Canadian Council of the Blind – Dart Tournament Fundraiser
- Canadian Mental Health Society- promoted awareness

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
- Call-in segments embedded in our daily programming



Internal Communication

Newcap 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:

- Direct to all email for company-wide notifications
- Employee Relations Committee as a forum to improve communications between staff and management
- Secure Newcap HR website and Job Posting website
- Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Newcap's diversity policies and initiatives.
- An Employment Equity Representative Council who work with the company on behalf of employees to prepare the company's Employment Equity Systems Review and Employment Equity Plan.
- Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with all staff.

Conclusion

Newcap strives continually to increase its diversity activities and monitor initiatives to ensure that its Cultural diversity goals are achieved. Newcap acknowledges that ensuring that the perspectives of Visible Minorities, Aboriginal Peoples and Persons with Disabilities are reflected in our programming and operations is essential to reflecting Canada's diversity in commercial radio. This report provides a detailed account of our policies, objectives, accomplishments and goals with respect to our cultural diversity plan. The examples contained in this report serve to provide an indication of the types of programming, workforce and outreach initiatives undertaken at Newcap stations to ensure that the interests of our diverse constituents are fulfilled.



Appendix A

Sample List of 100 Emerging and Established Artists of Diverse Backgrounds receiving Airplay on Newcap Stations

<u>Artist</u>	<u>Origin</u>
Afrojack	Dutch
Alx Veliz *	Guatemalan
Apl.de.ap(Black Eyed Peas)	Filipino
Band	Native-Canadian
Beatrice Hope	Aboriginal
Bebe Rexha *	Albanian
Belly	Palestinian
Billy Ocean	Trinidadian
Bob Tarrant	Person with Disabilities
Bon Jovi	Italian - American
C & C Music Factory	African-American
Clyde Drew	Aboriginal
Corrinne Bailey Rae	African American
Cypress Hills	Latino, African - American
Damian Marley	Jamaican
Danny Fernandes	Italian - Portuguese
Def Leppard	Person with Disabilities
Desiigner *	African-American
Divine Brown	Jamaican
Dua Lipa *	British
Eddy Grant	Guyanian
Edgar Winter Group	Albinism
Elise Estrada	Filipino
Eva Avila	Peruvian
Far East Movement	Japanese,Chinese,Korean,Filipino
Fifth Harmony *	Mexican, Cuban, African American
Freddy Fender	Hispanic
Genevieve Fisher	Aboriginal
George	Japanese
Gloria Estefan	Cuban-American
Greatful Dead	Person with Disabilities

<u>Artist</u>	<u>Origin</u>
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Linkin Park	Korean
Los Lobos	Mexican
Lou Bega	Italian-Ugandan
M.I.A.	Indian
Main Ingredient	African-American
Massari	Lebanese
Matisyahu	Israeli
Maxine Nightingale	Black British
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Neneh Cherry	Sierra Leoneon – Swedish
Nicki Minaj	Trinidadian
Oasis	Person with Disabilities
Omi *	Jamaican
Pitbull	Cuban
Poison	Person with Disabilities
Queen	Indian-Persian
Rammstein	German
Ray Charles	African-American, visually impaired
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Ronnie Milsap	Person with Disabilities
Ruth B *	Ethiopian
Santana	Mexican
Sean Paul	Jamaican
Shakira	Columbian

Haddaway	Trinidadian
Hootie and the Blowfish	African-American
Hot Chocolate	African-American
Jacinda Beals	Aboriginal
Jackie Wilson	African-American
Jason Derulo	Haitian-American
Jim Fidler	PWD, visually impaired
Jimmy Cliff	Jamaican
Jimi Hendrix	African American
Joan Baez	Mexican
Jojo Mason	African American
Jose Feliciano	Latino, Visually Impaired
Julian Taylor Band *	Mohawk/West Indian (Jamaican)
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
K'Naan	Somali
K-OS	Trinidad
LL Cool J	Afro-Barbadian
Labrador Black Spruce	Aboriginal

Shane Yellowbird	Aboriginal
Shawn Desman	Portuguese
Shirley Montague	Aboriginal
Sierra Noble	Metis
Soundgarden	Indian
Steve Perry	Portuguese
Stevie Wonder	African American, PWD
Susan Aglukark	Aboriginal
Swollen Members	African-Canadian
System of a down	Lebanese, Armenian, Persian
Tebey	Nigerian
Terri Gibb	PWD, visually impaired
The Dead South *	Canadian
The Lionlys *	Italian
The Plastic Ono Band	Japanese
Thin Lizzy	African-Brazilian
Tom Jackson	Aboriginal
UB40	Black British
Zara Larsson *	Swedish

* denotes emerging artist