



ROGERS™



OMNI™

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THE BIOGRAPHY CHANNEL™



ROGERS MEDIA
2013 ANNUAL REPORT ON
DIVERSITY

January 31, 2014

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102.3 CLEAR FM WINNIPEG'S BEST MUSIC MIX	Lite 95.9 TODAY'S BEST MUSIC	96.7 CHYM FM TODAY'S BEST MUSIC	98.5 Ocean today's lite rock	star 98.3 The Valley's Lite Rock	98.1 CHFI Toronto's Lite Favourites
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102.3 BOB FM '80s, '90s & WHATEVER	92.3 JACK fm Your radio station, in your community	103.1 JACK fm Where	Mountain FM Canmore • Banff 106.5	Q104 Today's Country	101.7 WORLD FM
Kix 93.5 TODAY'S HOTTEST COUNTRY	COUNTRY 107.1 Today's Country Favourites	KIX 106.7 FM Today's Best Country	Y101 Today's Best Country	600 CKAT North Bay	
1027 The Lake Timeless Favourites!	mountain fm your adventure station 107.1 WHISTLER	New 105.3 KISS today's best music	KISS 92.5 HIT MUSIC	91.7 THE BOUNCE HIT MUSIC	sonic 104.9 HITS.NOW
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INTRODUCTION

Rogers Media is Canada's premier collection of media assets with businesses in television and radio broadcasting, televised shopping, publishing, sports entertainment, and digital media. The Rogers Media broadcasting group includes:

- Five multicultural television stations which form part of OMNI Television (CHNM-TV Vancouver, CJCO-TV Calgary, CJEO-TV Edmonton, CFMT-TV Toronto, and CJMT-TV Toronto);
- Seven City conventional stations across Canada (CKVU-TV Vancouver, CKAL-TV Calgary, CKEM-TV Edmonton, SCSN-TV Saskatchewan, CHMI-TV Winnipeg, CITY-TV Toronto, and CJNT-TV Montreal);
- Eight specialty services (The Biography Channel, G4, Outdoor Life Network, Rogers Sportsnet, Rogers Sportsnet One, Sportsnet World, Sportsnet 360, and FX Canada);
- 37.5% ownership interest in Maple Leaf Sports and Entertainment Ltd., licence holder of Leafs TV, Gol TV, and NBA TV Canada;
- 55 radio stations across Canada (forty-seven FM and eight AM);
- More than 50 well-known consumer magazines and trade publications; and
- The Shopping Channel, Canada's only nationally televised shopping service.

We are pleased to submit our *2013 Annual Report on Diversity* in compliance with the reporting requirements established by the Commission in Broadcasting Public Notices CRTC 2005-24 (*Commission's response to the report of the Task Force for Cultural Diversity on Television*) and 2007-122 (*Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio*).

At Rogers Media we encourage open communication and acceptance of diversity as an integral part of our corporate culture with a specific focus on the designated groups identified in the above-noted reports, namely: Aboriginal peoples, members of visible minorities, persons with disabilities, and women. We are committed to:

- Respecting, celebrating, and encouraging the diversity of our employees to maximize morale and productivity;
- Producing programming that accurately reflects the presence of Aboriginal peoples, members of visible minorities, persons with disabilities, and women through fair and non-stereotypical portrayal of diversity; and
- Promoting community involvement to better understand diversity within Rogers Media and the communities we serve.

This report outlines a number of established diversity policies and procedures within our organization while highlighting ongoing activities and newly-proposed initiatives. The report provides detailed information in the following eight areas:

1. Corporate Accountability;
2. Recruitment, Hiring, and Retention;
3. Internal Communications;
4. Programming;
5. Accessibility;
6. Internships, Mentoring, and Scholarships;
7. Community and Industry Outreach; and
8. Objectives for 2014.

1. CORPORATE ACCOUNTABILITY

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

'People first' Culture

Rogers Media is committed to being a great place to work. We attract and retain the finest talent by providing ongoing training and career development, an enriching experience, and fostering a positive and supportive atmosphere.

Shared by Everyone

Our employees embrace the values and principles of our corporate social responsibility, reflecting a shared commitment that goes further than the service we provide as a business.

Teamwork

We have built an environment based on collaboration, trust, and transparency. We strive for excellence and help our colleagues do the same. We work in a safe and challenging work environment that values and recognizes individual contributions and diversity in a cooperative and collaborative manner.

Giving Back

Our employees individually and collectively give back to their communities by incorporating ethical values and respect for people, communities, and the environment into our business activities.

Recognized and Awarded

The many awards we have received for our corporate social responsibility initiatives are a testament to our passion for giving back. Above all, these awards recognize the individuality, initiative, and enthusiasm our people bring to the community and our environment.

Rogers Communications is very proud that it has been named one of Canada's Best Diversity Employers for 2013 by Mediacorp Canada Inc. Launched in 2008, this award recognizes employers across Canada that have exceptional workplace diversity and inclusiveness programs. Rogers received the award for its leadership in creating a diverse environment for its employees, customers, and communities. Rogers was also recognized for helping women leaders advance through the Rogers Women's Network as well as its commitment to dignity and respect in the workplace.

Diversity

Our Corporate Plan identifies a number of senior executives with responsibility for diversity initiatives within our organization. Overseeing these initiatives in 2013 at the corporate level were Keith Pelley, President, Rogers Media; Scott Moore, President, Sportsnet and Hockey; Susan Wheeler, Vice President, Regulatory, Media; and Lara Root, Vice President, Human Resources, Rogers Media.

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

A number of individuals within our Corporate Talent Strategy Team also provide support to all Rogers Communications Inc. (Rogers) operating companies, including Rogers Media, to manage diversity initiatives and events. An Employment System Review was conducted in 2010 to identify barriers in designated groups and employment equity occupational groups by reviewing our employment system, policies and practices. The three-year Employment Equity Plan was subsequently updated and the Employment Equity Steering Committee was created to oversee, promote, monitor and evaluate the implementation of the plan. The committee's main functions are to identify gaps in existing employment policy and practices and organize information sessions for employees interested in employment equity issues.

Rogers Media is regulated under the *Employment Equity Act*. Technologies and processes are in place to facilitate our reporting requirements under the Legislated Employee Equity Program. Toolsets have been developed and continue to evolve to support Diversity Workforce Planning. Standard queries are

being developed on an ongoing basis to enable analysis and correction of all source data on our employee database. The Human Resources Project Management Office commits time, effort and resources in order to ensure ongoing improvements for our diverse work force.

2. RECRUITMENT, HIRING, AND RETENTION

Rogers is committed to the principles of cultural and diversity management. We work to ensure that equal opportunities exist for all employees in all aspects of employment while maintaining merit principle as the basis for all employment and promotion opportunities.

We are committed to developing and refining employment practices and procedures with the objective of ensuring fair and equitable representation of Canada's diversity within our workforce.

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

At Rogers, diversity fuels ideas. The constant collaboration of ideas, perspectives, and outlooks from our diverse employees keeps us on our feet and one step ahead. As a company that provides services to many different communities in one of the world's most multicultural countries, we recognize the importance of building a workforce that reflects the profile of our customers and Canada's diversity. We believe it is important that our internal diversity reflects the diversity of our customer base by providing services such as multilingual call centers. Furthermore, Rogers Cable provides a multicultural programming line-up of over 90 channels in more than 25 languages. With respect to our broadcasting assets, OMNI Television is Canada's largest ethnic broadcaster dedicated to meeting the multicultural and multilingual needs of the communities it serves. On the radio side, World FM reflects Edmonton's ethnocultural communities in over 19 different languages. When recruiting for these stations candidates with specific language skills from diverse cultural backgrounds are given priority based on the requirements for the programs we broadcast.

The promotion of diversity begins at the recruitment stage. Rogers has implemented an online recruitment tool which allows much greater access to the careers available at Rogers. The website located on the rogers.com career portal contains a series of videos of Rogers' employees demonstrating the diversity of our workforce.

To ensure we make continuous progress in the area of diversity, we honour an overall corporate Diversity Management Program policy that maps out the steps needed to implement and monitor these initiatives. The scope of the policy establishes our position with respect to the ideas of Canadian multiculturalism and celebrates the diversity of our employees. We are committed to ensuring a work environment free from discrimination, harassment or prejudice and that equal opportunity exists for all employees in all aspects of recruitment and employment.

Employees are our single most important asset and we need to ensure that we continue to attract the best qualified candidates to fill our current and future business needs. Diversity management ensures that the candidate pool is maximized and all valuable potential resources are tapped.

We are committed to creating an environment that celebrates diversity of its workforce and accommodates individual needs in order to allow employees to contribute to their full potential thus maximizing productivity and morale.

By having a workforce reflective of the diverse markets and communities in which we serve, we optimize our position in developing business.

The policy mandates that we:

- Develop strategic human resource policies and programs that encompass all employees and recognize their individual strengths to achieve the business goals of the organization;
- Recognize that individuals have different needs and that managers/supervisors must possess the skills to work effectively with a diverse group of employees, and be provided with the necessary training; and
- Identify and eliminate barriers to designated employment groups (e.g., women, visible minorities, Aboriginal Peoples, persons with disabilities) and report our progress to meet federal and provincial Employment Equity legislation.

The first stage of the employment process is to give new employees access to an Employee Toolkit containing information on the benefits of working at Rogers including an introduction to our Respect and Dignity Policy and Workplace Harassment Policy. At this time employees are invited to complete a Self-Identification Questionnaire.

The following quotation is from this section of the Employee Toolkit:

It is the right of all Rogers employees to perform in a workplace environment free of harassment and be treated with dignity and respect. It is the duty of all Rogers employees and Company at large to do everything in our power to respect and to ensure that right.

Ted Rogers, Founder, Rogers Communications Inc.

In addition to corporate policies that promote diversity in the workforce, it is an encouraged practice when filling any position that at least one of the candidates short-listed during the hiring process is from one of the designated groups. In particular, our OMNI stations always recruit from the cultural communities that our programs target and, therefore, we recruit from ethno-specific communities.

The Rogers Workplace Accommodation Policy ensures that the workplace is open, accessible and recognizes that individuals with special needs may require accommodation in order to perform to their full potential.

In addition to the corporate policies and practices discussed above, Rogers Media has developed several initiatives to ensure the retention of people from diverse backgrounds. These include the following:

Prayer/Faith Room at Rogers Campus

In response to the different religious and spiritual needs of employees, we have provided a specific facility for their use. The Prayer/Faith Room is located in the One Mount Pleasant building of the Rogers Campus in Toronto and is adaptable to a variety of different religious or spiritual practices.

Staff Training

Rogers has developed a number of corporate policies and training programs that address key areas such as diversity management, employment equity and respect and dignity in the workplace. The continuing availability of diversity training helps employees understand the ongoing evolution of diversity in Canada, potential influences for bias and/or discrimination in the workplace and the significant benefits that diversity can bring to our business and to the communities in which we work and live.

Rogers has also created an online learning portal called “My Learning”. This is a one-stop shop for all learning at Rogers with links to Leadership Development, Career Development and eLearning.

Through our Corporate Organizational Development department, managers are encouraged to attend additional training programs and workshops that provide some additional background information on diversity management and employment equity. These Leadership Development programs include Emerging Leaders for first-time managers, Managing Matters for managers and Leading Great Teams for directors.

Emerging Leaders target audience is first-time managers in their first six months on the job.

Program features are:

- Focused on the transition from individual contributor to people manager;
- Over a seven-month timeframe, participants engage in a blended learning program that incorporates informal and formal learning approaches designed to engage both the new manager and the new manager’s supervisor; and
- Feedback on the progression of the transition to a manager is provided within the first 100 days.

The outcomes of the program:

- Ensure that new managers are up and running and effective in their new role;
- Provide a support group by connecting new managers with others in a similar position; and
- Increase participants’ understanding of leader expectations.

Managing Matters target audience is managers who have been in their role for at least one year.

Program features are:

- Over a three-month period, participants engage in a continuous blended learning program designed to provide them with simple-to-use tools, opportunities to network and to share best practices with their peers while developing a common and consistent language;
- Based on storytelling, the curriculum includes executive sponsors who share their leadership stories with frontline managers; and

- The modular format provides flexibility for scheduling and maintaining current content.

The outcomes of the program:

- Increase the manager's knowledge of the larger organization and how all the parts fit together to drive the Rogers' business objectives;
- Ensure Managers have base-line knowledge of core management skills (communications, performance management, goal setting, coaching, and developing their teams); and
- Provide an opportunity for managers to grow their organizational network.

Leading Great Teams target audience is all directors.

Program features are:

- A six-month program for Directors and their intact teams;
- A combination of in-class, coaching, on-the-job practice, and team facilitation sessions;
- Key components of the program are co-facilitated by Rogers senior leaders;
- Robust self and team development plans are tied to business objectives to drive results;
- Follow-up support is provided to ensure sustainability; and
- Evaluation measures put in place pre/post-session to assess team progress over time.

The outcomes of the program:

- Create insights about individual motivation to improve team results;
- Coach employees for stronger team performance;
- Identify team strengths and development opportunities to improve performance;
- Develop better ways of building trust, making decisions and managing conflict;
- Build collaborative networks to complete work effectively; and
- Align leader and team action plans to business strategy.

In addition Rogers introduced Harvard Manage Mentor available to all managers. Harvard Manage Mentor offers:

- Anyplace, anytime, on-demand expert advice from world-renowned business leaders;
- Using video clips, downloadable tools, interactive activities and other content, managers have access to practical information that they can use immediately to address specific management issues and concerns; and
- A wide range of modules including one on diversity are available to provide guidance and support for managers.

As well, Career Development Tools, available to all employees, are built into our performance management tool, SuccessFactors. In addition, guides for employees and managers are available in the “My Learning” portal providing a library of professional development learning material available to all Rogers employees at no cost.

Rogers also provides additional training to employees in order to better understand the diverse communities we serve. For example, OMNI Television hosted the 1st Culturally Diverse Ethnic Media Forum in Edmonton in 2013. Discussion revolved around the role of the ethnic media in Edmonton and how important it is to Edmonton’s development. 120 people attended including the Mayor of Edmonton, Don Iveson; Roman Brytan, Program Director, World FM; Tanara McLean, Reporter City; Courtney Thierault, Anchor, CityNew; and Sorin Mihailovici, Community Liaison Officer, OMNI Television.

As well, OMNI Calgary partnered with the City of Calgary for the second year to host the 10th Culturally Diverse Media Forum. The theme was “The Ever Changing Face of Calgary and its Demographics.” The keynote speaker was Kerry Longpre, Vice-President Communications, The Calgary Foundation. OMNI produced a live webcast of the event. Over 70 community leaders, representatives from both ethnic media and mainstream were in attendance. OMNI’s Community Liaison Officer Bin Wu facilitated a meeting with representatives from the City of Calgary, Ethno-Cultural Council of Calgary and the Canadian Ethnic Media Association.

Rogers Women’s Network

In late 2010 the Rogers Women’s Network was launched to cultivate the unique strengths of women and to share stories of work life across Rogers. The network’s mission is to facilitate the development and retention of women. Furthermore, it promotes information sharing and networking to assist women to achieve their maximum potential. Its vision is to positively impact the culture at Rogers, promote women to contribute diversity of voice to the executive and leadership levels of the organization, and create a connectedness of Rogers women throughout all Rogers operating divisions. Rogers Women’s Network

provides sponsorship to the Rotman School of Management's Initiative for Women in Business to sponsor programs such as the Rotman Back to Work Program and "The Judy Project", a program that helps women move into senior leadership and CEO positions. Over 300 women across Canada participate through various workshops and networking events.

3. INTERNAL COMMUNICATION

Information for New Employees

As mentioned earlier, new employees are provided with access to an online Employee Toolkit which contains information on Respect and Dignity and Diversity Management.

In addition, all new employees are required to review and acknowledge a Business Conduct Guidelines Agreement which addresses human rights and respect and dignity in the workplace.

Other Internal Communication Tools

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

Employees have electronic access to the Rogers Intranet and the Rogers Human Resources Portal myHR that contain up-to-date human resource policies, including those on Diversity, Employment Equity Management, Workplace Harassment and the Business Code of Conduct.

As well, Rogers launched RogersZone, a tool that changes how we collaborate and communicate as a company and built for employees to learn more about our business and provide feedback. It was developed to create a sense of community to share successes, brainstorm on business issues and collaborate on innovative solutions.

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

4. PROGRAMMING

OMNI Television

As Canada's only multicultural over-the-air television network, OMNI Television (OMNI) is dedicated to meeting the multicultural and multilingual needs of the communities it serves. Our stations, which serve local communities in British Columbia, Alberta, and Ontario, are defined by a strong commitment to multiculturalism and diversity.

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

OMNI has developed and maintained partnerships with the Canadian Ethnocultural Council, Canadian Race Relations Foundation, Association for Canadian Studies, Canadian Ethnic Media Association, Aboriginal Peoples Television Network, Canadian Ethnic Studies, Ontario Council of Associations Serving Immigrants and other ethno-specific and cross-cultural organizations and institutions.

OMNI is a key participant in the Canadian Race Relations Foundation Project "Interfaith and Belonging: A Civic Education and Engagement Initiative". This initiative, supported by funding from the Department of Citizenship, Immigration and Multiculturalism Canada, promotes dialogue and civic engagement among and between faith-based communities. The program's objective is to enhance the civic participation and responsibility of different communities in Canada and to strengthen a sense of belonging in Canada. It also assists communities in understanding their rights and responsibilities as residents and citizens of Canada; and it explores how best to encourage a sense of belonging to Canada. OMNI served as a resource as well as a facilitator. In particular, OMNI partnered with the Canadian Ethnic Media Association in developing, disseminating and promoting public awareness and media campaigns with community groups and organizations nationwide. Public Service Announcements (PSAs) were created to advance the message of diversity, inclusion and belonging. These PSAs were broadcast on mainstream and ethnic media networks. OMNI also contributed to the development of educational tools and resources to advance Canadian values, identity, citizenship and civic education. Based on the course material, and with the participation of the Interfaith Leaders Circle and grassroots organizations, workshop/mentorship sessions were delivered across the country to faith-based and ethnocultural communities.

OMNI Television is an active partner In the Community University Research Alliance's (CURA) Diversity Leads project; a research project that includes tracing the inclusion of designated groups in the workplace generally and in leadership roles specifically. It will establish benchmarks using multiple techniques to assess levels of representation of visible minorities, Aboriginal peoples, women, LGBT individuals, and persons with disabilities at the senior most levels of elected office (federal, provincial, and municipal), the civil service, the largest non-profits and foundations, agencies, boards and crown corporations, educational institutions, corporations and professional service firms in Canada. This will be undertaken in a 5-year study of which we are in year 3.

An integral part of the study is also how diverse leadership is represented in selected media with a focus on most popular news and public affairs programming. The approach will also use content analysis to assess the representation of diverse leadership in selected print and electronic media. For this project the focus will be on the representation of women and visible minorities but it will also explore innovative ways to assess disability, sexuality and Aboriginality as represented in discourses of leadership across sectors. Key partners are OMNI Television, *The Globe and Mail*, APTN, and Women in Film and Television.

OMNI met with members of the SUCCESS Foundation, one of the largest social service agencies in British Columbia, to get their feedback about the partnership between them and OMNI in the previous year. OMNI was able to identify what worked well, and what needed improvement going into the next partnership. This meeting was critical as OMNI is continuously looking for ways to grow relationships with longstanding partners. OMNI also participated in the "Samara Engagement Session" which contributed input on how to shape annual surveys on the health of Canada's democracy. A priority was to measure the elements of citizen engagement in understanding the concerns of new Canadians.

In 2013, OMNI management participated in diversity education, development, and training in both the public and private sectors. For example:

- Madeline Ziniak, National Vice President at OMNI, participated as Co-Chair for Women in Film and Television –Toronto. As well, Melanie Farrell, Director of Business Development, assumed the Board of Directors role in April 2013;
- Every month, OMNI Calgary Community Liaison Officer Brian Wong participated in the National Community Liaison Officer Conference where correspondences from Toronto, Edmonton, Calgary, and Vancouver share key updates of the respective markets;

- Following the 10th Culturally Diverse Media Forum in Calgary, Bin Wu facilitated a meeting with representatives from the City of Calgary, Ethno-Cultural Council of Calgary and Canada Ethnic Media Association (CEMA) in Calgary to explore opportunities of opening a CEMA Calgary Chapter.

OMNI offers a diversity of programming in over 40 languages. In 2013, OMNI Ontario produced and broadcast five nightly newscasts in Italian, Portuguese, South Asian, Cantonese and Mandarin with contributions from the Alberta and Ottawa bureaus. OMNI BC produced three newscasts in Punjabi, Cantonese and Mandarin.

In November 2013, OMNI revamped its website (www.omnitv.ca), focusing on a much better multilingual experience for users, showcasing many hours of news video, documentaries and community programs in over 20 languages.

OMNI supports local independent production with over 40 programs in 32 languages and continues to meet with producers in ethnocultural communities.

The OMNI Third Language Documentary and Drama Fund was the first of its kind in Canada created to support third-language expression. This fund kick-started the development of a new tier of third-language documentary producers who now have access to traditional production institutions such as the National Film Board of Canada and the Canadian Media Fund.

The programs provided by OMNI fall broadly into three different categories: (1) news; (2) community news and magazine shows; and (3) documentaries, drama and specials.

(1) OMNI News

In 2013, OMNI stations produced weekday newscasts in Cantonese, Mandarin, Punjabi, Italian, Portuguese, and English for the South Asian communities.

OMNI news departments held daily line-up meetings for each of its newscasts in each region. Producers of the South Asian, Portuguese, Italian, Cantonese, Mandarin, and Punjabi newscasts attend as well as news management. Monthly editorial board meetings are also held with the Canadian Ethnic Media Association with invited guest speakers.

Our news departments also hold regular weekly meetings with our multicultural and multilingual news teams to discuss ongoing issues in their respective communities. We put emphasis on ensuring that we engage a

variety of opinions within each group for our news stories and also generate story ideas that would appeal to different segments of the population. We also actively seek out experts and opinion makers in the specific communities we serve on major local, national, and international issues.

(2) Community News and Magazine Shows

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

In Ontario, OMNI broadcast 31 news magazine or community news programs annually directed to 29 different communities from independent producers. OMNI BC broadcast 10 news magazine or community news programs and in Alberta we have developed two to date and are in the process of developing more.

In 2012 OMNI Ontario and Alberta launched new weekly magazine programs specific to each market entitled *Culture Avenue*. These 30-minute programs delve into the history and cultural richness of events and festivals in each community.

(3) Documentaries / Dramas / Specials

OMNI also funds the production of Canadian documentaries and dramas through the OMNI Ontario, Alberta, and BC Independent Production Funds created with tangible benefits contribution. These funding mechanisms have fostered the grassroots development of Canadian television producers of ethnocultural content providing them with a unique opportunity to further develop their skill sets through involvement in a large-scale production project. In our view, this is precisely the kind of production opportunity that fosters broader and more diverse production activity. Examples of projects in 2013 include:

- *#Cyberbullying Hurts* (Punjabi, English) - This film traces the lives of three teens and their sad end but also portrays the larger picture of how social media is changing and encroaching into our lives and the lives of our children;
- *Break the Silence* (Punjabi, English) - This documentary will shed light on the growing social issue of “forced marriages” in the South Asian

community by showing case studies and interviews with the people who are working hard to put an end to this practice;

- *Grey Glory* (Ukrainian, English) - *Grey Glory* is a one-hour documentary about seniors who have become athletic champions. The film follows 94-year-old Olga Kotelko who is breaking world records in track and field in her age category;
- *China On The Western Front* (Mandarin, English) - This is the story of a young Chinese history student who dares to unearth the unknown history of 140,000 Chinese labourers – secretly transported across Canada - who dug the trenches and cleared the dead during the World War One;
- *Migrant Dreams* (Spanish, English) - This is a documentary that looks at the lives of a group of migrant women who work in Canada; and
- *A Distinct Identity* (Punjabi, English) - This documentary explores what it means to be a Sikh Canadian.

Multilingual/Multicultural and Accessibility Public Services Projects

OMNI has funded a litany of PSAs to help ensure the accessibility of important public information. In 2013, the following PSAs were produced through this project in different languages:

- Rakhi Project (Punjabi, English) – OMNI BC partnered with the City of Surrey and in conjunction with community partners DiverseCity Community Resources Society and Save-On Foods to raise awareness about domestic violence. The 30-second PSA featured Punjabi News Anchor Jasdip Wahla;
- Tapestry Foundation Mount Saint Joseph Hospital – The Feast of Fortune Gala Fundraiser aims to raise funds to help purchase vital equipment for the hospital. The equipment will enable more surgical procedures to be performed at the hospital and help reduce patient waiting times;
- S.U.C.C.E.S.S. (Mandarin, Cantonese, English) – OMNI BC produced a PSA to inform viewers of the role that the immigration and social service agency S.U.C.C.E.S.S. plays in the Chinese community as well as other diverse communities. The PSA also brings attention to the services that S.U.C.C.E.S.S. offers and highlight its contributions to the community;
- Welcome to Canada: Newcomer’s Guidebook (Mandarin, Tagalog, South Asian Punjabi and South Asian English) – In partnership with CIBC, OMNI

produced this 15-part interstitial series. These short, one-minute interstitials provided practical advice to new immigrants in topics ranging from how to access social services, to how to find a job in Canada; from how to obtain a credit card, to how to enroll children in the school system. The initiative aired nationally on all OMNI stations and the items were uploaded on our website (www.omnitv.ca).

Recognition of Multilingual and Multicultural Journalists

OMNI produces and broadcasts the only Canadian Awards for Excellence in Multilingual, Multicultural Journalism. The Canadian Ethnic Media Association (CEMA) has annually held juried awards in four categories: Television, Radio, Internet and Print as well as a lifetime achievement award for dedication and commitment to multicultural reflection. OMNI has produced, broadcast and sponsored the awards for over 20 years. Award winners for 2013 include:

Award Winner	Category	Title of Entry
ALEXANDRA SKULTETY <i>Diversity Reporter</i>	Print	Getting to Know Grandma
CAMILA REIMERS CHIN Radio Ottawa	Radio	Radio Program in Spanish for Children
MYKA BURKE CHIN Radio Ottawa	Radio	Three German-Canadian Poets
KARL NERENBERG Nerenberg-Plaine Media Inc.	Television (Documentary)	Never Come Back
JIE YANG OMNI Television	Television (News)	A Chinese Canadian Soldier in Afghanistan
MIKE METATAWABIN, President, Wawatay Native Communications Society, and RACHEL PULFER, Executive Director, Journalists for Human Rights	Innovation Award	Recognizing innovation through a partnership designed to create increased awareness about the Aboriginal perspective in Canada through the advancement of Aboriginal sourced stories.
ANTHONY P. VINER	Sierhey Khmara Ziniak Award	For commitment and dedication to diversity and its affirmative expression through media.

Local Community Reflection

As stated earlier, OMNI's programming is designed to promote increased understanding within, and between, multicultural groups in Canada. More than 60% of each station's monthly programming schedule and 50% of the evening schedule (6pm to midnight) are dedicated to ethnic programming. As well, each station provides programming that targets a minimum of 20 distinct ethnic groups and broadcasts in a minimum of 20 distinct languages. We believe that OMNI represents the true essence of diversity by reflecting the communities we serve. The following are but a few examples:

City

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

News and Local Programming

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

Our news programming regularly features a wide variety of experts or commentators from diverse backgrounds. Their input is sought for occasional stories as well as regular features. A stated objective of our news programming is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of different issues. For example, City Toronto interviewed Lawyer Selwyn Pieters as an expert on Mayor Rob Ford Breaking News as well as for a story where a woman was kicked out of a Muslim barber shop. In addition, Dr. Anas al Kassem, Director, Canadian Relief for Syria, was interviewed as an expert regarding Syria.

City also ensures diversity in news coverage by using a variety of experts to explain the importance of issues in various ethnic communities. Frequently this investigation involves local academics and community leaders who are familiar with not only the most up-to-date research but also the cultural sensitivities in each community. To provide you with examples, City Calgary interviewed award-winning author, activist and academic, Shyam Selvadurai, to discuss his latest book *The Hungry Ghosts*. As well, City Edmonton interviewed Rebecca Chiao, Founder of HarassMap, an online tool to help women report harassment. She is changing the face of social media and the culture of harassment in Egypt.

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

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

The following list highlights elements of our local programming that reflect the diversity of our communities:

City Vancouver

- *Breakfast Television* – This morning news and entertainment program has broadcast a myriad of stories reflecting diversity. A few examples are listed below:
 - Aboriginal Actor Adam Beach was a guest to promote the second season of *Arctic Air* on CBC. Beach’s work is strongly rooted in his Native heritage, bringing a unique and diverse perspective to his craft. His commitment to his spiritual development through traditional grass dancing enhances his work;
 - Motivational Speaker Spencer West is a double amputee who brought his extraordinary perspective to *Breakfast Television*. He has reached the summit of Kilimanjaro and made the 300-kilometre trek from Edmonton to Calgary in support of Free the Children’s We Walk 4 Water – an initiative committed to getting clean water projects to Kenya;
 - Terri Wingham, Cancer Survivor & Founder Fresh Chapter Alliance Foundation, talked about how to navigate survivorship. The not-for-profit helps cancer survivors shift their perspectives and find new meaning and

- purpose in their lives through volunteering internationally;
- There was also a feature on a Motionball event, in support of the Special Olympics Canada Foundation. Motionball is a not-for-profit organization that builds awareness and raises funds for the Special Olympics Canada Foundation (SOCF), targeting a “next generation” of supporters – Canada’s professional crowd who are not defined by their age but rather their mind-set.

City Calgary

- Breakfast Television Calgary created a variety of content that reflected members of the designated groups including:
 - Gloria Schmed, a former Black Panther and Civil Rights Activist and her daughter, Juno-nominated singer Shakura S’Aida on *Breakfast Television* in celebration of Black History Month. Gloria shared her memories of the Civil Rights Movement and spoke of workshops in classrooms she held across the prairies. Shakura also performed a musical number;
 - *Breakfast Television* featured the Ssubi Foundation for the Rhythms of Hope Event, a Canadian division that provides poverty relief to underprivileged Ugandan children and their families through education initiatives. Co-Founder Philip Ndugga spoke of the foundation’s work building schools, teacher’s quarters, and libraries;
 - Calgary Catholic Immigration Society is a non-profit organization, which provides settlement and integration services to all immigrants and refugees in Southern Alberta. *Breakfast Television* was live on location and featured five segments on the society, including an interviews with Executive Director Fariborz Birjandian and volunteers about a variety of services including a Parent Link Resource Centre and a toy lending program;
 - *Breakfast Television* featured Calgary’s Filipino Community’s local efforts to raise money to help friends and family for relief from Typhoon Haiyan. Our newscast included a prayer service at St. Mark’s Church and “YYC for the Philippines” fundraiser for UNICEF Canada. *Breakfast Television* host Tara Slone emceed the “YYC for the Philippines” event; and
 - On November 4, 2013, *Breakfast Television*’s newscast featured the Diwali Festival of Lights celebration at the Dashmesh Culture Centre.

City Edmonton

Breakfast Television Edmonton has introduced a new daily segment titled “Diverse City.” Hosted by Ziyah Karmali, “Diverse City” offers coverage to Edmonton’s vast multicultural communities and events they hold. The following events that reflected members of the designated groups:

- Alberta Indigenous Games, which draw hundreds of young Aboriginal athletes from across the province. Youth between 12 and 18 can sign up to compete. Organizers say the event offers Aboriginal youth critical alcohol- and drug-free activities;
- Chinese Dragon Boat Festival, an annual festival showcasing Chinese-style boat races on the North Saskatchewan River;
- Tipi Dedication Ceremony held by Edmonton Police to demonstrate respect to the community as part of a new Aboriginal Policing Strategy being developed by the EPS Aboriginal Relations Unit;
- Wheelchair Basketball with some of Alberta’s top wheelchair basketball athletes compete for a chance to represent the province at the Canada Games;
- Disabilities Day on December 4, 2013 – Edmonton is the centre of a movement to breakdown stereotypes associated with disabilities. The event promotes understanding and is in support for those with disabilities;
- Cariwest Launch, where Edmonton city streets were alive with the colour and sounds of Caribbean culture. The festival is known for having the biggest and most popular street parade in western Canada;
- Coverage surrounding the Indo-Canadian Women’s Association as it received nearly \$200,000 from the federal government to address honour violence and killings.

City Saskatchewan

- In 2013, *City Saskatchewan* broadcast preschool and children’s programs which presented a number of cultural and diversity subjects, including *Tiga Talk* (preschool Aboriginal series teaching traditional practices and languages); *Wapos Bay* (children’s Aboriginal series set in Northern Saskatchewan); *Planet Echo* (Metis produced and hosted children’s series

teaching a mix of traditional knowledge and environmental science); *Inuk* (series centering around an Inuit boy and life in the Arctic).

- Documentary and factual content broadcast in 2013 also featured many programs speaking to diversity:
 - *Landing: Stories from the Cultural Divide*, a series about immigrants who tell their stories first hand;
 - *Closer to Home*, a series about Aboriginal housing, identity, and recognition;
 - *Vitality Gardening*, an Aboriginal produced and hosted series about Northern gardening including traditional plants and practices);
 - *Fish Out of Water*, an Aboriginal hosted series- host learns traditional practices and activities from all parts of Canada);
 - *Jim Brady*, a biographical documentary about one of the founding fathers of the Metis Nation); and
 - *A Year at Sherbrooke*, a documentary about how creativity can transform people's lives inside a long term care facility and provide a sense of life beyond disability.
- Original production development and original productions commissioned also included:
 - *Yo Kids*, an Aboriginal preschool series set in Northern Saskatchewan with a focus on traditional language, games, and knowledge from Aboriginal producers;
 - *Prairie Cribs*, a series looking at unusual housing on the Prairies from a Metis production company;
 - *The Prairie Diner*, hosted by Jamaican-Mennonite Jody Peters, the series profiles the cuisine of many cultures through visits to eating establishments and events throughout the Prairies;
 - *Neighbours Dog 4*, a documentary series includes episodes profiling female musicians Hannah Georgas and Rah Rah featuring Erin Passmore; and
 - *Space Stretch*, a preschool series co-starring Vincent Lu and features several children of Aboriginal descent as well as other visible minorities.

City Winnipeg

- *Breakfast Television Winnipeg* reflects the diverse communities it serves in its daily coverage. A few examples are listed below:
 - Festival du Voyageur – Winnipeg's annual celebration of French-Canadian, Metis, and First Nations culture which transforms Saint-Boniface, Winnipeg's French quarter, into a winter paradise and becomes home to the largest winter festival in Western Canada. *Breakfast Television* host, Drew Kozub caught up with event organizers at Fort Gibraltar and learned about the festival's cultural roots through demonstrations of traditional food preparation and music;
 - International Women's Day – In this episode of *Breakfast Television* we focused on highlighting women and their achievements, including women in aviation and promoting a weekend event geared towards women and a live interview with female members of the RCMP and the Winnipeg Police for the Women in Policing conference;
 - *Breakfast Television* aired a packaged story profiling Tom Rinn, a hockey player who uses a prosthetic limb to play in international competitions for the Canadian National Standing Amputee Hockey Team. The profile piece included a Skype interview with Jamie McGuire, the coach of the national team and Doug Paulsen, who makes the prosthetic limbs Rinn uses to play. The National War Amps program was acknowledged as the funder for these prosthetics;
 - Folklorama is a two-week event which promotes the ethno-cultural diversity of Manitoba through entertainment, public celebrations of culture, and education. Folklorama is the world's largest and longest-running multi-cultural festival. *Breakfast Television* helped to promote this cultural celebration by attending and featuring several pavilions and guests including those of Mexican, Ukrainian, Philippines, Brazilian, Celtic, Japanese, Israeli, Punjab, Cree, Portuguese, Italian, and Polish descent;
 - Manito Ahbee Festival – *Breakfast Television* Remote Host, Drew Kozub spent the morning live at MTS Centre to bring awareness of the festival, which celebrates Indigenous culture and heritage. Throughout the morning we learned of the cultural significance of the event and showcased the talents and abilities of Aboriginal artists from all nations by celebrating Aboriginal music, arts and dance, including a live demonstration of a traditional pow wow dance.

City Toronto

- City Toronto broadcasts seven and a half hours of ethnic programming each weekend on Saturday and Sunday mornings directed to the Portuguese, Italian, South Asian, Pakistani, Punjabi, and Polish communities. Some examples include:
 - *Dharti Sohni Pakistan* (Urdu) is a variety show representing the Pakistani community with an emphasis on Islamic traditions. This show celebrates Pakistani culture in music and poetry. It offers community news, immigration information, movie features, and interviews with members of the Canadian Pakistani community;
 - *Festival Italiano di Johnny Lombardi* (Italian) has been on the air for over 25 years and broadcasts every Sunday live from the CHIN building at 622 College Street in the heart of Toronto's Little Italy. This Italian variety show features music videos by artists from the dynamic music industry in Italy along with music videos and live performances by accomplished Italo-Canadians;
 - *Gente da Nossa* (Portuguese) is a magazine-style program hosted by Nellie Pedro as she engages in provocative and entertaining interviews with local entertainers and community leaders;
 - *Polish Studio* (Polish) was founded in 1988. It is the St. Stanislaus-St. Casimir's Polish parishes credit unions' own hour-long broadcast providing information on current events in Poland, local stories, and cultural and community events; and
 - *Dil Dil Pakistan* (English and Pakistani) explores many aspects of the vibrant Pakistani community showcasing the sounds of the old days and songs of today and deals with topics of the day. *Dil Dil Pakistan* serves to educate and highlight the colourful and strong presence of the Pakistani community in Canada.

City Montreal

- There are many examples of ethnic programming on City Montreal, including *The Montreal Experience* hosted by Vanessa Matsui (Japanese-Canadian) and Godfrey (Nigerian-American). *The Montreal Experience* is a unique comedy special that blends exclusive performances by six of the Just For Laughs Festival's hottest comics with hilarious location segments that go beyond the usual tourist traps to show you the hidden gems, seedy underbelly, and idiosyncratic weirdoes that make Montreal Canada's

coolest city. As well, Breakfast Television Montreal has featured the following segments:

- The Montreal International Black Film Festival, from Founder Fabienne Colas, this festival features over one hundred films from all over the world;
- Les Journées de la culture, the 17th annual edition took place on September 27, 28 and 29, 2014, under the theme “Participating is Protecting Culture.” People were invited to immerse themselves in the arts world, to celebrate creation, and to protect culture by taking part in thousands of activities offered free of charge all over Québec;
- Benoit Huot is one of Canada’s most decorated athletes, winning 19 paralympic medals, 9 of those gold. He has been nicknamed the “Shark” for his prowess in the water and he visited *Breakfast Television* after a trip to Africa with the Right to Play; and
- Valerie Swim is known as Canada’s Best Female Para-Athlete and in 2013, IPC World Swimming Championships, she won three gold and one silver medals.

Specialty Services

Rogers Sportsnet (Sportsnet)

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

In keeping with our commitment to broadcast under-represented sports, this past year Sportsnets programming schedule reflected a broad diversity of sports and included coverage reflecting the designated groups. The following are a few examples of Sportnsets coverage of these groups:

- *UpNext* – Canada’s first show devoted exclusively to Canadian basketball players. Featuring profiles of talented players Justin Jackson, Chris Egi, and Duane Notice;
- Featured coverage on the passing on Nelson Mandela, who in addition to being a world figure, also was a huge sports fan and played an integral role in helping bring the World Cup of Soccer to South Africa;

- Produced features with Michael Grange for Canada's Junior Men's Team, featuring talented players Xavier Rathan-Mayes, Tyler Ennis, and Trey Lyles;
- Black History Month feature about Raptors GM Masai Ujiri discussing Nelson Mandela and his project, Basketball Without Borders;
- Feature on John Carlos to celebrate the 45th anniversary of Carlos's protest in the 1968 Olympics;
- Broadcast of CIS Women's Basketball Semi-Finals and Final; and
- Broadcast of Canada vs. Jamaica basketball friendlies in the Jack Donohue Invitational Tournament.

Sportsnet Connected has a number of on-air experts, commentators, and hosts from diverse communities including Paul Jones (NBA), Arash Madani (Reporter), and Hazel Mae (Anchor). Caroline Cameron, Christine Simpson, Martine Gaillard, and Evanka Osmak also have prominent on-air roles at *Sportsnet*. As well, the three main hosts at *The Score/Sportsnet 360* are Faizal Khamisa, Jackie Redmond, and Sophia Jurksztowicz.

The Toronto Blue Jays, owned by Rogers Communications, became the first professional sports organization to gear broadcasts towards audiences who are blind or partially sighted. The Toronto Blue Jays teamed up with Accessible media Inc. to offer 16 game broadcasts with live described video on Sportsnet.

The Biography Channel

The Biography Channel Canada (bio.) is committed to diversity, and to the reflection and representation of our multicultural communities. The key programming strategy at bio. is to provide viewers with a wide variety of documentaries of a biographical nature. The library of programs available to bio. viewers in Canada is expansive and diverse and in 2013 included biographies of individuals from diverse backgrounds including Bruce Lee, President of the United States Barack Obama, Beyoncé, Jennifer Lopez, and many more.

Furthermore, bio. also aired the following documentaries:

- *Jamaican Proud*, a documentary whose mandate showcases the accomplishments of Jamaican-born Canadians. When these individuals came to Canada to provide a better life for themselves they never forgot their roots;

- *One Perogy at a Time*, a documentary that profiles the work of Savelia Curniski, a Saskatoon woman who is changing the lives of Ukrainian orphans one perogy at a time;
- *Skate to Survive*, a moving documentary about the artistry and struggle of Canadian figure skating coach and choreographer Ellen Burka from pre-war Amsterdam, to Westerbork and Theresienstadt concentration camps, to becoming a Dutch national champion in 1946, bohemian Toronto in the 1950s, and finally a world skating celebrity;
- *Triumph in Range Lake*, Sandy Lee's remarkable journey began at the age of fourteen when she immigrated to Yellowknife with her family from South Korea. Sandy knew no English, but went on to earn a number of degrees and became a lawyer; and
- *The Canadians*, a television series featuring diverse biographies of famous and historical Canadian figures including: Jay Silverheels, Canadian Mohawk chief; June Callwood, pioneering Canadian Journalist; and Marion Alica Orr, Canadian aviator and the first woman to run a flying school.

Radio

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

Canadian Content Development and Diversity

The revised *Canadian Association of Broadcasters' Best Practices (CAB Best Practices)* approved by the Commission include a specific reference to the use of Canadian Content Development (CCD) contributions towards advancing diversity within the radio sector. Rogers Media makes significant contributions to both FACTOR and the Radio Starmaker Fund.

FACTOR provides assistance toward the growth and development of the Canadian independent music industry. Rogers was one of the original co-founders of FACTOR in 1982 and currently holds a seat on the FACTOR Board of Directors.

FACTOR has increased its presence across Canada through workshops (in collaboration with radio) started in 2007, FACTOR has created a greater awareness for all Canadian musicians. While not specific to projects that advance diversity in radio, this collaboration should result in more applications

received at FACTOR, leading to a greater variety of genres of music that can receive potential funding.

The Radio Starmaker Fund provides marketing and promotional support to launch the careers of emerging Canadian artists. The Radio Starmaker Fund supports emerging artists in a wide variety of genres ranging from Adult Contemporary and Pop to Electronica, Urban, World and Jazz. Eligibility for funding is based on measurable objective criteria ensuring that emerging artists from diverse backgrounds and genres are able to access funding on a transparent and equitable basis. Of particular note, this fund recognizes a distinct genre of music from Aboriginal artists.

In addition, Rogers Radio encourages our stations to embrace the *CAB Best Practices* and propose funding initiatives that foster diversity. For instance, they have directed CCD funds to *World Wonder International Singing Contest*. World FM presented this fifth annual contest on the main stage during the Edmonton Heritage Festival. This event which was co-produced with City and OMNI, featured ten finalists performing in their language of choice before a live audience. Prize money was awarded to the winner for the development of professional recorded material.

Another exciting CCD Diversity initiative that Rogers Radio is proud to present is the Rogers Radio Coalition Music CCD Diversity Funding Partnership. Rogers Radio and Coalition Music have teamed up for the third year of this project to offer the interdisciplinary high school credit course, "The Music Business," at Wasse Abin Wikwemikong High School located in Wikwemikong, Ontario, within the Wikwemikong Unceded Indian Reserve.

Funding from Rogers Media will assist Wasse Abin Wikwemikong High School and Coalition Music in providing a unique learning experience for Aboriginal high school students. At no cost to students, it provides them with the opportunity to explore the creative and business career opportunities within the music industry while earning a credit.

Coalition Music's business and artist team made three trips to Manitoulin Island between February and June 2013 to work directly with students. The third trip included the staging of a school and community concert event called RezFest. Also, the semester culminated with students and staff from Wikwemikong travelling to Coalition Music headquarters in Toronto to record original music written during the course.

By integrating a variety of core learning disciplines such as marketing, law, technology, communications, history and finance, students developed a clear

understanding of the knowledge and skills required to launch and sustain a career as a performing artist entrepreneur and build a professional brand.

A sizzle reel for this great project is available here: <http://vimeo.com/73471550>
Password is “wiki”.

Ethnic Radio - World-FM Edmonton

As an ethnic station World FM Edmonton’s mandate is to provide 100% ethnic programming to Edmonton’s ethnocultural communities with service in over 19 different languages. It is a policy to hire on-air talent and invite guests from the specific ethnic community to which the program in question pertains. Our producers represent more than 23 different ethnocultural groups.

Not only does World FM provide programming for a myriad of ethnocultural groups but it also promoted cross-culturalism. As mentioned above, World FM also presented the fifth annual *World Wonder International Singing Contest* with World FM personalities acting as emcees, stage crew, and judges. Ten finalists were chosen; they performed live before an amphitheatre audience and celebrity judges.

In addition, World FM co-organized these events:

- Alberta Culture Days;
- Calgary Latino Festival,
- Viva Italia – Viva Edmonton Festival; and
- Taste of Edmonton.

National Initiative – Vancouver, Calgary, Edmonton, Winnipeg and Toronto,

Rogers radio proudly supports the Canadian Women’s Foundation campaign each year with a month-long national fundraising and awareness campaign dedicated to ending violence against women on 96.9 Jack FM Vancouver, News 1130 Vancouver, Lite 96 Calgary, 91.7 The Bounce Edmonton, Clear FM Winnipeg and 98.1 CHFI-FM Toronto. This campaign culminates with a full day Shelter from the Storm Radiothon produced in Toronto and broadcast across Canada. Since 2005, Rogers Media has helped raise more than \$3.5 million to support this charity through initiatives like our live telethon *Morning for Hope*.

News and Information Programming

Our stations are committed to bringing news and information programming to all sectors of their local communities and are proud of the strong relationships they have developed. For example, our stations have worked closely with the

Aboriginal First Nations and the Indo-Canadian Communities in the Fraser Valley on issues of concern to their communities.

Rogers radio also ensures diversity in news coverage by using a variety of experts to explain the importance of issues in various multicultural communities. Often this involves local academics who are familiar with not only the most up-to-date research but also the cultural sensitivities of each community.

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

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

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

The following are examples of some of the programs and stories aired by our radio stations in 2013 that reflect and/or promote diversity:

Vancouver

- As a significant stakeholder in the Northern Gateway project, First Nations concerns have been profiled by News1130 throughout 2013. Two such headlines include:
 - First Nations say work already starting on Northern Gateway (Oct. 13, 2013); and
 - First Nations call tanker safety announcement lip service (Dec. 4, 2013);
- News1130 has been following concerns expressed by those with mobility issues who rely on HandyDart service. We reported on the outrage over the elimination of some taxi service as part of TransLink's budget cuts to this program. This coverage helped lead to a rethink of the cuts. Moreover, in December we followed up with a story on calls for improvements to the HandyDart service as a vital means for people with disabilities to make medical appointments;

- Reporter John Ackermann continued his series of reports in conjunction with the Courage to Comeback Awards. These involved stories of people who overcame their disabilities/challenges in a way that provided inspiration for others;
- The Times of India Film Festival was an event of particular interest to the South East Asian communities in Vancouver. As such, we had two accredited reporters following this cultural event. As a result, we were able to profile an entertainment sector that is underreported by non-ethnic media; and
- News1130 reports many stories dealing with gender inequity, including Money News (Business) items detailing wage inequity.

Calgary

- Sportsnet 960 did a play-by-play of the Calgary Stampede Rodeo with Duane Daines, a former Saddle Bronc Champion who was paralyzed in the early 1990s. Duane delivered colour analysis for the entire 10-day broadcast. As he required wheelchair access, Sportsnet made special arrangements for his access into the broadcast booth;
- Also, Sportsnet 960 dedicated an entire afternoon in November to promoting the Team Canada Women's team, including interviews with team members; and
- On 660 News, the station profiled some inspiring women in business in Calgary to mark International Women's Day. Featured profiles included Connie de Sousa, Majit Minhas, Vanessa McWilliams, Zahrah Al Harazi and Ann-Marie Rush.

Fort McMurray

- An oil leak into native lands sparked controversy and strong condemnation from native leaders with tribal lands affected. We covered both sides of this story and interviewed community leaders and members in our coverage;
- Coverage of the Idle No More Protests – Local native groups protested several pipeline and oil sands expansion plans throughout the year. We covered each protest or meeting and had interviews with aboriginal leaders and groups;
- Syncrude pledged \$500,000 to support a new elder care center in Fort Chipewyan, which will include palliative care, areas for exercise and

treatment, and a respite care unit. We reached out to get reaction from the Mikisew Cree First Nation leaders in our coverage of the story; and

- Metis leaders updated nation members at an annual meeting in January 2013 at the Nistawoyou Friendship Centre. We asked Metis National President Clem Chartier to provide updates on recent Supreme Court decisions affecting Metis status, treaty related issues, and the Metis Nation Constitution.

Toronto

CHFI-FM broadcast *Think Pink* featured live cut-ins from Canadian Breast Cancer Foundation CIBC Run for the Cure to drive awareness about the event on the *Erin and Mike Morning Show*. Also, the station spoke to victims and survivors of domestic violence and Breast Cancer during the *Thinkin' Pink Morning Show for the Canadian Breast Cancer Foundation* and *Morning for Hope Radiothon for the Canadian Women's Foundation*. These guests come from all races and religions, to better drive home the message that Breast Cancer and domestic violence can happen to anyone.

As well, KiSS 92.5 was on-site at PRIDE spreading the “No H8” message. KiSS 92.5's very own Damn it Maurie was also in attendance and did interviews with LGBTTIQQ2SA community members and also included live cut-ins from the event.

Maritimes

Our News/Talk stations News 88.9 Saint John, News 95.7 Halifax and News 91.9 aired a number of noteworthy interviews and segments relevant to diverse communities, For example, every February we discuss African-Nova Scotian history and culture with regular guests on our morning talk shows in celebration of Black History Month. We also regularly include topics that expand on the region's past throughout the year.

Collaborative Efforts

Rogers' multiple divisions do not work in silos. We seek collaboration from internal and external partners in order to reach the largest possible audience for our programming. In 2013 Rogers collaborated on the following:

- As part of our corporate mission Rogers believes in giving back to the communities we serve. In light of this objective, Rogers is involved in the revitalization of the multicultural community of Regent Park in Toronto and supports many local initiatives to create a greater sense of community in this

evolving neighbourhood. One of these initiatives is the Regent Park Film Festival; Toronto's only free-of-charge community film festival, dedicated to showcasing local and international independent works relevant to multicultural residents of Regent Park, the largest and oldest public housing project in Canada. This year the festival took place in its new home built as part of the re-development of the community. OMNI, City Toronto, and Rogers teamed up to support this festival by promoting the event on-air and online through community billboards and provided event coverage;

- City and OMNI Television took on the exclusive television sponsorship of Roncesvalles Polish Festival, an annual festival celebrating Polish culture and heritage. Both stations provided pre-festival awareness and coverage of the event;
- The Canadian Breast Cancer Foundation CIBC Run for the Cure is the country's largest single-day event in support of the breast cancer cause. City, OMNI Television and CHFI are longstanding media sponsors of the Toronto run. *Cityline* Host Tracy Moore acted as a celebrity Ambassador for in 2013 Run and lead our staff of 22 Team City employees in the run. Team City raised \$6,000 for the 2013 event;
- City and OMNI Television were the official television sponsors of the City of Toronto's 1812 Commemorations. *Breakfast Television* Anchor Kevin Frankish hosted this event, which included a tribute to First Nations peoples for their contributions to the Battle of York;
- City and OMNI Television are members in good standing of the Strategic Alliance of Broadcaster for Aboriginal Reflection and participate in board work. SABAR works within the broadcast environment to raise the reflection and inclusion of Aboriginal People's in Canada on screen and behind the scenes;
- City and OMNI Television came on board as the official television sponsors of the 2013 Wheelchair Relay Challenge at Ontario Place in Toronto, to help raise funds and awareness for people with spinal cord injuries. Both City and OMNI provided PSA airtime for the organization and CityNews Weather Specialist Stella Acquisto hosted the event;
- City works closing with Rogers Media properties to support fundraising effort of Holland Bloorview through the Change for Kids Halloween campaign. This initiative raises awareness and funds to help children with special needs;
- OMNI Ontario and City Toronto partnered with Skills for Change to present the New Pioneer Awards. Skills for Change honours well-known Canadian immigrants who have made a change in Canada. Both stations have collaborated on these awards ceremonies for several years by providing pre-

event exposure through coverage of press conferences, station-produced promotional spots, inclusion in online and on-air Community Calendars and newsletter mentions; and

- City, OMNI and World FM Edmonton co-produced the *2012 World Wonder* singing competition. This event was hosted by World FM featuring ten finalists performing in their language of choice before a live audience at the Heritage Amphitheatre during the Edmonton Heritage Festival. Prize money was awarded to the winner for the development of professional recorded material. These three stations also co-produced *World Stage*, a series of in-studio sessions with international musical artists performing before a live audience for both radio and television.

News audio file sharing network

The Rogers radio news group has implemented a file sharing software program that allows each newsroom to have access to stories produced by other newsrooms. As a result, each of the radio news groups at each of our all-news stations in Toronto, Vancouver, Kitchener, Calgary, Halifax, Moncton, and Saint John is aware of the stories.

In addition, each day OMNI Toronto sends out an email notification to 680News outlining key stories being covered. This allows 680News to cover a wider range of stories and issues impacting various communities in Toronto and deliver them to a broader audience.

As well, News1130 closely follows and reports on current events and issues relevant to the multicultural communities of Vancouver and the Lower Mainland. Through shared contact lists with OMNI Vancouver, a fostered relationship with community leaders and a detailed reporter/file system, News1130 is able to interview organizers and stakeholders in more than a dozen ethnic communities.

5. ACCESSIBILITY

Rogers Media recognizes that television is a primary source of news, entertainment, and sports programming for many Canadians. Therefore, it is important for us to make our programming accessible to persons with disabilities so they can be included in this everyday medium. In 2013, 100% of English-language programming broadcast on our City and OMNI stations and specialty services was captioned.

We also provide described video programming for people with visual impairments. In the 2013 broadcast year each City station broadcast well over 375 hours of described programming and each of our OMNI stations broadcast

over 175 hours. As well, our stations provided audio description of key elements during newscasts, which is the voice over of text and graphics that appear on the screen.

6. INTERNSHIPS, MENTORING AND SCHOLARSHIPS

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

OMNI

- OMNI Ontario funded the John Webb Graham Q.C. Rogers Multicultural Scholarship. This scholarship is awarded annually and provides four-year tuition to three first-year students in the School of Radio and Television Arts at Ryerson University. Applicants are from multicultural, multilingual backgrounds with the ability to converse in a second language;
- Established in 2010, the OMNI BC Award for Broadcast Journalism recognizes the first-year achievements of British Columbia Institute of Technology (BCIT) Broadcast and Online Journalism students. It provides support for up-and-coming journalists from diverse backgrounds who show an aptitude in the field, and helps to train future generations of BC broadcast journalists;
- OMNI Calgary has offered mentorships and internships to immigrants who have educational or working experience in journalism or broadcasting. OMNI management selects and invites candidates for mentoring and provides employment opportunities to those who demonstrate skill and passion for the industry; and
- OMNI Calgary also works with Calgary Regional Immigrant Employment Council to help mentor immigrants who have a background in journalism and communications.

City

- *Breakfast Television* Edmonton has an on-going internship program with the Northern Alberta Institute of Technology. Interns are hired for a four-month period.

Radio

Vancouver

- News1130 has engaged BCIT in three-week industry rotations where journalism students have an opportunity to work in the newsroom under the supervision of editors and managers. Under this program, several students from under-represented groups have been hired as web editors, traffic reporters as well as announcers.

Calgary

- 660News offers a scholarship program through the Radio-Television News Directors Foundation. The 660 News Diversity Scholarship in the amount of \$2,000 is awarded annually to a student enrolled in any year of a qualified broadcasting journalism program, who submits a story or series which best explores the issue of diversity.

Edmonton

- World FM offers the following internship programs:
 - United Nations Association Media Internship – This 12-week program provides insight into all aspect of a commercial radio station, including production, promotions and marketing and is awarded to post-secondary students who are members of one of the designated groups;
 - Humber College Professional Internship – By special arrangement for an Edmonton-based student attending Humber College, this 16-week program included a professional evaluation during the program and was awarded to a visible minority with a high level of appreciation of ethnocultural nuances and sensibilities;
 - High School Volunteer Internship – This is an on-going program awarded to a member of a multicultural group with a background in the arts or electronic media; and
 - University of Alberta Slavics Department Internship Program – Mariya Choromyec was selected to sort and file international LP library at World FM.

London

- BOB FM was instrumental in promoting Brescia's Breakfast for Bursaries, a program that provides young woman with financial support to attend university. As well, BOB FM awarded the Native Community School on the Oneida Reserve with seven guitars for their music program and chose one of its students to participate in an internship program at the station.

Toronto

- The Toronto stations have an internship program with a goal of ensuring that a minimum of 30% of the interns are from diverse backgrounds. In particular, the 680News Internship Program is designed as follows:
 - 680News has four intern sessions per year (winter, spring, summer, fall);
 - Our 24-hour newsroom can accommodate up to 12 students per session;
 - Students are required to perform a minimum of two shifts (or 14 hours) per week. However, we can make special accommodations for students needing an intensive five-day program if required by their educational institutions;
 - 680News accepts students from a variety of colleges and universities including: Seneca, Humber, Centennial, Durham, Sheridan, Fanshawe, Ryerson, York, University of Toronto and University of King's College;
 - Our interns represent varied and diverse cultural backgrounds and include students with disabilities;
 - Students get hands-on experience from all departments of our newsroom with our eight scheduled "Hot Weeks" (audio, reporters, editors, anchors, traffic, sports, business, website);
 - Students who show exemplary skills are promoted to the 680News Mentorship Program where they experience one-on-one mentoring with seasoned staff members; and
 - Eleven staff members currently participate in this program and include entertainment reporter Gloria Martin, morning reporter Jaime Pulfer, afternoon business reporter Richard Southern, morning co-host Marlane Oliver, CHFI-FM news reporter Mary Ellen Beninger and sports reporter Peter Gross.

Quite significantly, many of the interns who have been hired in the past have progressed to key positions at 680News, including Momin Qureshi, Sladjana Tamindzic, Millicent Angeles, Corey D'Souza, Eva Fragiskatos, Patrick

Luciani, Matthew Padanyi, Jackie Rosen, Mathew Scigliano, Sasha Siniak, Neetu Seupersadsingh, and Michelle Zadikian.

Maritimes

- In 2009 the Rogers Radio Entrance Scholarship was established at Nova Scotia Community College. A \$1,000 Scholarship is awarded annually and is open to all African Nova Scotian and First Nations students entered in the Radio and Television Arts program at the Dartmouth Waterfront Campus of Nova Scotia Community College.

7. COMMUNITY AND INDUSTRY OUTREACH

At Rogers our dedication to being the best at what we do goes beyond meeting business targets. We're committed to connecting with – and making a lasting impact on – communities from coast to coast. In support of this dedication in 2012 we created the Rogers Employee Volunteer Program to encourage employee volunteer activities which serve the communities where we live and work. As part of this program employees are invited to take some time off work and use it towards a volunteer experience, either with an organization affiliated with our own Rogers Youth Fund, or with another registered charity of their choice.

In light of this initiative it is only appropriate that we then honour the employees who embody our commitment to corporate citizenship on a local level by bringing their passion for excellence to their communities. The Community Involvement Award was created to recognize employees for their exceptional volunteer service, and for their outstanding contributions to the communities in which they live and work.

OMNI

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

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

OMNI, as a multicultural/multilingual broadcaster has a focused mandate to reflect diversity to its audiences. Our organizational structure incorporates producers who are ethnospecific and linguistically proficient in the languages in which we broadcast. Each producer is responsible and accountable for community reflection. The Community Liaison Directors in each of the regions of British Columbia, Alberta and Ontario play a key role in monitoring diversity initiatives as does the National Vice President.

OMNI is an active member in the Rogers Communications Inc. Employment Equity Steering Committee which is drafting a diversity council mandate; confirming diversity council members, as well as developing a diversity strategy and action plan. The EESC will be focusing on under representation of Aboriginal peoples, women and people with disabilities and moving beyond legislative requirements to become an employer of choice.

OMNI partners with the Canadian Ethnic Media Association and holds monthly editorial meetings at the studios in Toronto with multilingual and Aboriginal, journalists and broadcasters in attendance. Guest speakers have included:

- Fiona Crean, Ombudsman, City of Toronto;
- Andrew K. Stewart, Fort York;
- Alison Loat, Co-founder, Executive Director, Samara;
- Pat Case, Chair, Human Rights Legal Support Centre;
- Pankaj Mehra, Director, India, South Asia and Philippine Markets, Scotiabank;
- April Lindgren, Director, Ryerson Journalism Research Centre; and
- The Honourable Michael Coteau, Minister of Citizenship and Immigration.

All of our OMNI stations actively pursue sponsorships and event opportunities that reflect OMNI's diversity mandate. We are deeply involved in the diverse ethnic communities we serve. Our Community Liaison Representatives are responsible for keeping track of all community events and community sponsorships. We support our communities through sponsorships, PSAs, on-air and online promotions, event coverage and by providing emcees for their events. OMNI supports hundreds of organizations which are categorized in three groups: ethnic associations, immigration services organizations and multicultural associations.

As well, each OMNI station produces Community Calendars, a one-minute interstitial with a focus on promoting and covering multicultural events. This Community Calendar, both on-air and online, together with our daily news reporting and diversity programming captures festivals and initiatives in the local

ethnic communities we serve and further enhances each station's multicultural palette.

The following provides a sampling of just a few of the activities and events supported and promoted by our stations in 2013:

OMNI BC

- Chinese Community Feast of Fortune Dinner and Auction - OMNI Television was the exclusive media sponsor of this annual fundraising dinner raising money organized by the Tapestry Foundation for Health Care. This year their goal was to raise money for new endoscopic equipment to fight colon cancer and save lives at Mount Saint Joseph Hospital. OMNI produced 30-second spots in Chinese and Punjabi which aired throughout January. We did interviews with organizers in the days leading up to the event. We also promoted the event through our online events page as well as on-air through OMNI Community;
- Affiliation of Multicultural Societies and Services Agencies of BC Diversity Health Fair - OMNI was a sponsor of this fair which is one of Canada's largest multicultural health fairs. This year, the focus was on chronic disease prevention. We did several stories in Chinese and Punjabi highlighting some of the activities, workshops and guests at the fair. We promoted the event through our community events page online, and also through OMNI Community, the on-air community calendar;
- Victor Ghirra Toy Drive - This annual toy drive brings together the South Asian community to collect toys for those in need. OMNI sponsors this event annually. We highlighted the event in the Punjabi news, listed it on our community events page on our website, and promoted it through OMNI Community;
- ITM Model Search - Vancouver's largest top model search where 20 models from diverse backgrounds train and compete, showcasing the best in BC and promoting cultural exchange between Canada and China. The event promotes fashion, performing arts, and tourism;
- Indian Summer - The annual Indian Summer Festival brings the best of India to Vancouver. The festival of arts and ideas showcases top contemporary and classical Indian talent across music, dance, literature, film, yoga and cuisine – pairing some of India's internationally renowned artists and performers with local Vancouver counterparts;

- World Partnership Walk - The Aga Khan Foundation holds this walk every year in support of Smart Solutions, a program that raises funds and awareness to help fight global poverty. This walk takes place in ten cities across Canada and OMNI Television proudly partners;
- Chinatown Festival - This festival has grown to be the largest multicultural summer celebration in Chinatown. This two-day festival attracts over 40,000 people. OMNI provides coverage and pre-event inclusion to raise awareness;
- Canada Day at Canada Place - This is the biggest Canada Day celebration in BC drawing nearly 85,000 people. Throughout the day attendees are treated to music, fun interactive games, live entertainment, dancing and free stuff! Visitors and locals alike come out to celebrate everything Canada. OMNI provides pre-event exposure on-air and online and covers the event; and
- Mexico Fest - A real Mexican Fiesta with food, arts and entertainment in celebration of the Independence of Mexico. Festivities include cultural activities, food, film, fiesta and golf tournament. The highlight will be the Independence Fiesta at Jack Poole Plaza for food, activities, music and dance. OMNI provides on-air, online and event coverage.

OMNI Alberta

- Lunar New Year celebration - OMNI Edmonton was the exclusive television station for the Chinese Lunar New Year celebration hosted and organized by the Edmonton Chinese Parish and Edmonton Chinese Multicultural Centre. OMNI provided coverage in the Culture Avenue show, featuring the importance of the event, as well as interviews with organizers and participants. Our station helped promote the event via the Community Calendar segment and the website's Community page;
- Vaisakhi Parade - Considered one of the most important festivals in the Sikh calendar, the Nagar Kirtan Parade has been organized in Edmonton since 1999. OMNI Edmonton provided coverage in the Culture Avenue show, featuring the importance of the event, as well as interviews with organizers and participants. Part of the footage was aired nationally. Our station helped promote the event via the Community Calendar segment and the website's Community page;

- AfroCaribbean Gospel Gala - It is an event dedicated to positively impacting Edmonton and its surrounding communities by organizing and promoting programs and events with the hope of creating awareness on prostate cancer in the AfroCaribbean communities, and promoting the advancement of prostate cancer research. OMNI supports this event annually, promoting it via the Community calendar and the OMNI's website Community page;
- Hatzafon Jewish festival - Hatzafon festival is a major Edmonton and surrounding areas cultural event. It features over 100 dancers and reach thousands of people from the local Jewish communities and abroad. Annual event that OMNI supports, promoting it via the Community calendar and the OMNI's website Community page;
- Alberta Culture Days is a three-day, province wide celebration of the arts and culture, featuring over 1,450 events in 88 communities. It is an annual event that OMNI supports, promoting it via the Community calendar and the OMNI's website Community page;
- Heritage Days Festival – It is the largest multicultural exhibit in Canada. It is held annually over the August long weekend showcasing Alberta's cultural diversity. It is a three-day festival offering visitors the opportunity to sample the food, entertainment, and arts and crafts from a variety of countries and cultures. OMNI has been a media partner since 2009, airing over 20 stories, featuring interviews with organizers and participants. OMNI has a pavilion at the festival every year. Besides, OMNI supports the festival by promoting it via the Community calendar and the OMNI's website Community page;
- East Meets West - The event is a celebration of the Italian and Chinese communities in Edmonton. The Little Italy and Chinatown neighborhoods are attached geographically. During East meets West, roads are closed down and areas become major attractions featuring pavilions with food and cultural entertainment. It is an annual event that OMNI has been supporting since 2009, promoting it via the Community calendar and the OMNI's website Community page;
- Latino Festival - A new event in Edmonton, the Latino Festival celebrates the Hispanic heritage over three days in downtown Edmonton, featuring dances, food, and traditional Latino culture attractions. It had over 30,000 in attendance in the last two years. Annual event that OMNI supports, promoting it via the Community calendar and the OMNI's website Community page;

- Muslim Awards Edmonton: EMAAN - Event organized by the Muslim Association of Canada, EMAAN's mission is to celebrate student achievements and accomplishments. They recognize junior high, senior high and post-secondary students for excellence in all aspects of life, including academic, community service, and leadership. It is an annual event that OMNI has been supporting in the past couple of years, with stories on the Culture Avenue show, as well as promotion via the Community calendar and the OMNI's website Community page;
- Immigrants of Distinction Awards (IDA) - IDA is the most prominent gala events in Calgary acknowledging immigrants' contribution to the Calgary Community. In March 2013, for the first time, OMNI Calgary became a media sponsor. Over 600 people attended the gala. Abbas Somjil, OMNI South Asian news reporter, presented a Youth Award on the stage. OMNI provided online posting; a promotional story via *Culture Avenue*, two PSAs via OMNI Community Calendar, and also covered the event; and
- Multicultural Gala Night - This annual event is hosted by Indian Canada Association (INCA) and SAHLA (Southern Alberta Heritage Language Association) and emceed by OMNI Cantonese News reporter Kit Koon. OMNI provided online posting; two PSAs, promotional story and event coverage.

OMNI Ontario

- Canadian Multicultural Hockey League - As the exclusive television sponsor, OMNI helped promote the event through station stories and community billboard. RogersTV taped the final game;
- Dragon Ball - OMNI Television was the exclusive television sponsors for Dragon Ball. This annual gala is the major fundraiser for Yee Hong Geriatric Centres, home to many seniors in the Chinese, South Asian and Asian communities. OMNI provided coverage of pre-event press conferences such as the Official Launch and Menu Demonstration. Citytv covered the Menu press conference. OMNI also provided in-show content through a story in advance and inclusion in the Chinese New Year Special and assisted in promotional spot that aired on OMNI Television. OMNI also include Dragon Ball in on-air and online community calendar and the OMNI VIP Newsletter;

- FPCBPA Awards & Scholarship Dinner - OMNI Television was given exclusive television sponsorship for the Federation of Portuguese Canadian Business & Professionals Associations annual dinner honouring excellence in school and business in the Portuguese community. OMNI produced 2 evening videos, covered the event and OMNI's Joao Vicente emceed to great reviews from the FPCBPA;
- PCHS International Women's Day - OMNI Television supported this important conversation with the Punjabi community as it relates to International Women's Day. In a panel discussion forum, issues unique to the Punjabi community were tabled and debated to a resolution. OMNI News: South Asian Edition reporter Kiranpreet was the moderator;
- Winter Palace Ball - OMNI Television was given exclusive television sponsorship of the fundraiser to support Ruskoka Camp – a summer camp for Russian immigrant children. OMNI provided inclusion in on-air and online community calendar among other support. OMNI's Lucy Zilio provided her emcee talents;
- ACCE Awards - OMNI Television once again was the exclusive sponsor of the annual recognition of successful entrepreneurs in the Chinese business community. OMNI produced creative and provided airtime to drive nominations, provided in-show content through interviews with event organizers, inclusion in on-air and online community calendar and inclusion in the OMNI online newsletter. OMNI covered the event and produced a one-hour special for air during Cantonese programming time;
- Bollywood in the Square - This OMNI owned event celebrates Asian Heritage Month by offering a huge Bollywood blockbuster film in the centre of the city (Yonge-Dundas Square) along with culturally relevant food and entertainment to be enjoyed by all. This Friday evening event leads into the culmination of South Asian Heritage Month with desiFEST the next day;
- Festival of South Asia - OMNI Television supported this annual event celebrating South Asian culture. OMNI provided airtime for client supplied creative, inclusion in on-air and online community billboard and in-show content through an interview with event organizer. OMNI's Dilshad Burman emceed the opening kick-off;

- IrieFest Mississauga & Toronto - OMNI Television and Citytv supported IrieFest in both cities. IrieFest celebrates the diversity of the Caribbean community through music. Both stations provided pre-event exposure and event coverage;
- Italian Walk of Fame - OMNI has been the exclusive television sponsor of the IWOFF for five years. The IWOFF celebrates and acknowledges the accomplishments of Italians from around the world through a Walk of Fame on Toronto's College Street. OMNI provided airtime, inclusion in on-air and online community calendar. Vincenzo Somma emceed the unveiling ceremonies and OMNI provided event coverage;
- Bloor West Village Toronto Ukrainian Festival - OMNI Television participated again this year in assisting to raise awareness about this festival that is in its 16th year. OMNI provided airtime to enhance the media buy and included the event in the online community calendar, on air community calendar and the OMNI VIP Newsletter;
- Indo-Canada Chamber of Commerce - As a member of the ICCC, OMNI produced video for the evening; provided exposure in advance of the annual awards gala honouring 8 individuals of South Asian heritage in several categories and covered the event; and
- Rally for Vita - OMNI Television provided on-air exposure for this fundraiser dedicated to raising funds to retrofit vehicles for persons with disabilities. OMNI also provided inclusion in on-air and online community calendar and inclusion in OMNI newsletter. OMNI Television hosted and provided event coverage resulting in a post-story.

City

City actively pursues sponsorships and event opportunities that reflect our diverse audiences. City also has many diverse community sponsorships that have been in place for many years. These legacy projects tap into the fundamental fabric of these communities and we take pride in our role supporting the communities we serve. Host appearances play a large part in our diversity sponsorships. Integrating *Breakfast Television* hosts into diverse events is a very important part of developing our relationships with pillars in the community. Community Calendars support hundreds of events per year and diverse and multicultural events are often showcased. A few noteworthy examples from 2013 include:

City Vancouver

- City Vancouver's entire *Breakfast Television* team took part in Morning for Change for Canadian Women's Foundation;
- *Breakfast Television's* Dawn Chubai was the emcee for the Chinese Restaurant Awards as well as the Vancouver Women in Film Festival; and
- City also produces a Community Calendar featuring events in and around Vancouver. In 2012 some of the organizations and events included in our Community Calendar that reflect diversity were Chinatown Festival, PALS Autism School, International Village Chinese New Year Celebration, The 8th Annual Vancouver Women in Film Festival, Nations Cup Multicultural Soccer Tournament, Dragonboat Festival, Portuguese Heritage Month, European Union Film Festival.

City Calgary

City Television supports many organizations around the city and is involved with community events on a weekly basis. A few noteworthy examples from 2013 include:

- Sien Lok Society of Calgary Annual Chinese New Year Banquet – This annual Chinese New Year Banquet is an event that showcases Chinese traditions and culture to advance and promote Chinese Canadian heritage as well as raise funds for community projects. City is a media sponsor for this yearly banquet and provides a *Breakfast Television* personality to emcee the event;
- Hong Kong Business Association Chinese New Year Banquet – Each year the Hong Kong Canadian Business Association of Calgary hosts a Chinese New Year Gala with over 500 guests from the business community. It is an excellent opportunity to celebrate, connect and network with HKCBA members, government and business representatives. City is a Gold Media sponsor;
- Rhythms of Hope – This event supports the Ssubi Foundation founded by Philip Ndugga, a Canadian-Uganda fitness guru in Calgary. He is a former Ugandan National Kickboxing Champion who is giving back to his communities here in Calgary, as well as, bringing hope and healing to the children affected by Koni's war. Philip Ndugga continues to build schools and libraries in Uganda through fundraising events such as "Rhythms of Hope". City Television is the media sponsor for this event providing event inclusion in

our Stuff You Should Do Community Calendar, online calendars and social media support;

- Young Women of Influence and Women of Influence Luncheon Series – The Women of Influence Organization produces inspiring, informative and celebratory events designed to advance and connect women in business. City is the exclusive television sponsor of these events;
- Cultural Intersection Art Exhibition – The Calgary Multicultural Centre (CMC), established in 1977, is the first non-profit organization in Calgary dedicated to bridge the gap between newcomers, ethno-cultural groups and mainstream society through information, education, advocacy, training and cultural celebrations. City Television sponsored their 2013 Cultural Intersection Art Exhibition which invites local immigrant and Canadian born artists to submit their art perspective on multiculturalism and diversity through different form of visual art. City supported this event by including it in our Stuff You Should Do Community Calendar, online support and editorial coverage;
- 2013 Community Round Up Stampede Breakfast - This event 12 years in the making, is made possible by community partners that decided to develop a Stampede Breakfast that was culturally based and offered more than the standard breakfast fare. The breakfast features local talented multi-cultural entertainment from communities such as: Aboriginal, Latin America, European, Chinese, Asian countries and many others. City Television sponsored this event and offered online support and editorial coverage;
- Fiestaval – This event is a two-day multicultural arts and entertainment festival highlighting the Latin American Culture. It is an opportunity to support Calgary's Latin community while encouraging multiculturalism among all Calgarians. City Television was the official media sponsor of this event and offered them a BT segment, inclusion in our Stuff You Should Do Community Calendar, online calendars and social media support;
- Afrikadey – It is a celebration of African art and culture including artwork, dance performances, multi ethnic food kiosks, and top-notch musical entertainment. City sponsored this event and provided them with inclusion in our Stuff You Should Do Community Calendar, Breakfast Television segment, online calendars, emcee (Jenny Yu) for Saturday August 10th and social media support; and
- 2013 Chinatown Street Festival – Each year, Calgary's Chinatown Street Festival attracts an estimated 50,000 people, including children, families, and

adults from all across Calgary. Calgarians join together to celebrate our city's cultural diversity and to enjoy and experience the best of what Chinatown has to offer, in forms of shopping, food, culture and a sense of community pride. City supported this community festival by offering inclusion in our Stuff You Should Do Community Calendar, online and social media support.

City Toronto

- Reel World Film Festival – City is the founding partner of ReelWorld Film Festival. Both City and OMNI Television were media partners of this event and provided airtime for awareness campaign leading up to this annual film festival featuring content for, by and about visible minorities in Canada and around the world;
- Inspire Awards – The goal of these awards is to “inspire” the LGBTQ community and bring it together by celebrating its past and present heroes who work to build the community. The organization recognized City's reflection of Toronto in all its diversity and partnered to present the 2013 Inspire Awards;
- CHIN Picnic – For over 30 years the CHIN Picnic has reflected the diversity of Toronto during the Canada Day long weekend with entertainment, food and cultural expressions from the many ethnic communities in the Greater Toronto Area. City has been the exclusive media partner for CHIN for many years and continues to provide extended exposure through City on-air personality involvement, coverage and other initiatives including a segment on *Breakfast Television*;
- Wear White 4 Women is a social movement campaign that supports Windfall, an award-winning registered charity, provides NEW donated clothing and other basic-needs items to 64,000 people in the GTA who are struggling with poverty. City personalities: Tracy Moore, Dina Pugliese, Kathryn Humphreys, Jennifer Valentyne, and Roger Petersen were all Wear White 4 Women Ambassadors in 2013.
- Girls on the Run Ontario – Girls on the Run Ontario is a positive youth development program that combines training for a non-competitive five kilometre run/walk with an interactive curriculum to develop self-respect and a healthy lifestyles for girls between 8 and 13 years of age. Tracy Moore, Host of City's *CityLine*, partnered with this organization to help bring Girls on the Run to a larger audience; and

Radio

Rogers radio is involved in countless community initiatives that touch on diversity in all markets across Canada. For example our North Bay stations often host representatives from various Aboriginal groups or other culturally diverse organizations on air to promote their events. They also work closely with the Union of Ontario Indians whose provincial offices are located in North Bay.

The following provides a sampling of just a few of the activities and events supported by our stations in 2013 through sponsorships, on-air promotion and online support that celebrate diversity within the community:

- In Calgary, the KISS Morning team Mookie and Billie Jo emceed the MS Bike Tour opening ceremonies and The Batting Against Breast Cancer fundraiser. They also hosted a needy child on a trip to Disneyland through the Air Canada Dreams Take Flight program.
- *Sportnet 960* announcers hosted Big Brother/Big sister Day at Bankers Hall soliciting volunteers.
- In Medicine Hat, Rock 105.3 provided promotional support for REDI Enterprises, a local organization providing assistance to people with disabilities to find employment opportunities, housing, education and a variety of other community services.

Community Recognition

Rogers is proud of the many talented teams of professionals who contribute to the success of our stations. These contributions have received public recognition, accolades and awards. The following are a few of the awards Rogers' team has received for its contributions to the diversity in 2013:

- Madeline Ziniak was honoured with the Lifetime Achievement Award at the 2013 Cambridge Awards of Excellence. Presented by the Cambridge Food and Wine Society & Multicultural History Society of Ontario, Ziniak was recognized for her outstanding contribution to multicultural media in Canada;
- Mandarin Reporter Jie Yang won the award of Television Reporting from the Canadian Ethnic Media Association (CEMA) for a feature looking at Lu Li's experience as a Chinese-Canadian soldier in Afghanistan; and
- Host and Producer Vincenzo Somma was awarded "L'aquila D'argento" for his contribution in spreading Italian culture.

Audience feedback in relation to diversity

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

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

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

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

Initiatives to promote diversity in the broadcast industry as a whole

Rogers Media is also involved at the corporate level in several activities that promote diversity within the broadcast industry as a whole. These include the following:

Canadian Broadcasting Standards Council (CBSC)

Rogers Media has funded the CBSC's Ethnocultural Outreach and Positive Portrayal Initiative, whose objective is to increase public awareness of broadcast standards and ensure the widest possible contact with our increasingly multilingual society.

The CBSC has developed an outreach database and has translated its expanded brochure and parts of its website, through funding from Rogers, into more third languages for citizens whose language of comfort is neither English nor French. CBSC information is now available in over 40 languages.

Strategic Alliance of Broadcasters for Aboriginal Reflection (SABAR)

SABAR is a vehicle for promoting and increasing the contribution and reflection of Aboriginal Peoples within the Canadian broadcast industry. The main objective is to facilitate opportunities for increased Aboriginal participation by:

- Increasing Aboriginal participation within the broadcasting industry through active recruitment and retention measures;
- Increasing the perspective and reflection of Aboriginal Peoples in Canadian programming;
- Heightening awareness of broadcasting as a career choice among Aboriginal youth;
- Identifying and addressing barriers in the recruitment, retention and advancement of Aboriginal Peoples in the broadcast industry;
- Partnering with Aboriginal organizations, e.g. access points, mentorships, scholarships, internships, programs;
- Focusing on building relationships with stakeholders (target audiences); and
- Raising awareness of and providing guidance to address gaps in the current Aboriginal broadcast curriculum.

Rogers Media continues to serve as an active member of SABAR, as Human Resources Director, Colin Simpson is the Secretary of the Board of Directors. With input from our Aboriginal partners a scholarship has been developed to meet specific needs of the Aboriginal communities. As such, these scholarships are not just dedicated towards tuition, but also cover student housing, transportation and any other costs associated with attending an educational institution.

Our involvement in SABAR has expanded our network of contacts in the Aboriginal community which has helped foster new partnerships.

8. OBJECTIVES FOR 2014

Rogers Media will continue to develop and expand on the diversity programs and initiatives implemented in 2013. We will also continue to offer balanced and fair coverage of events and issues that impact diverse communities.

The goal for 2014 is to further develop the diversity of content offered on our stations and continue the collaborative projects between OMNI, City, and our radio stations. We will continue to expand on this connectivity. Furthermore, some of our stations will be developing separate sections on their websites to promote diversity issues and we will continue to expand our internship programs across the country with a focus on students from the diverse groups.

CONCLUSION

In this report we have outlined our accomplishments for 2013 with respect to diversity in all aspects of our television and radio operations including employment practices, programming and community outreach initiatives. Rogers Media remains fully committed to principles of diversity and looks forward to building on our outstanding track record for 2014 and beyond.