

January 29, 2009

VIA ELECTRONIC MAIL

Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Attention: Robert A. Morin, Secretary General

Dear Sirs/Mesdames:

**Re: Annual Diversity Report for the Jim Pattison Broadcast Group Limited Partnership
("JPBG")**

Please find attached the annual Diversity Report for the broadcasting undertakings of JPBG for calendar 2008. This is the first such report filed by JPBG.

JPBG is proudly licensed by the Canadian Radio-television and Telecommunications Commission to serve 17 radio and television markets in Canada's Western provinces of Alberta and British Columbia. Our licenses, other than Vancouver and Victoria, are located in very small markets such as Grande Prairie, Red Deer, Drayton Valley, Rocky Mountain House, Medicine Hat and Lethbridge, Alberta as well as Cranbrook, Fernie, Kelowna, Prince George, Kamloops, Nanaimo, Port Alberni, Parksville, Qualicum Beach, Courtenay and Comox, British Columbia.

We are very proud of the Diversity initiatives we have undertaken in the large and small markets that we serve and hope that our report is responsive to the CRTC's requirements.

We continue to strive to improve our reflection of the communities that we serve and recognize we can always strive to do better.

I look forward to responding to any questions you may have on our report.

Yours truly,

**JIM PATTISON BROADCAST GROUP
LIMITED PARTNERSHIP**

A handwritten signature in black ink, appearing to read "Rick Arnish". The signature is written in a cursive style with a large initial "R".

Rick Arnish,
President

**JIM PATTISON BROADCAST GROUP LIMITED PARTNERSHIP ("JPBG")
 REPORT ON CRTC BROADCASTING PUBLIC NOTICE CRTC 2007-122
 CANADIAN ASSOCIATION OF BROADCASTERS' BEST PRACTICE FOR
 DIVERSITY IN PRIVATE RADIO
 REPORTING REQUIREMENTS ON CULTURAL DIVERSITY FOR
 COMMERCIAL RADIO OPERATORS**

Corporate Accountability	
<p>Each corporate group or radio licensee, as appropriate, is accountable to meeting diversity commitments. Each corporate groups or radio licensee will monitor and report on diversity initiatives on an annual basis.</p>	<ol style="list-style-type: none"> 1. What senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals? The President of the JPBG, Mr. Rick Armish, as well as a Vice President, Mr. Gerry Siemens, of our Vancouver operations are in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group. 2. What goals have been identified for station managers to implement at a station level? All employees, both management and staff, are bound by the policies that we have adopted. Employment and diversity objectives are part of our business plans and guide our day-to-day operations as it is simply good business to be reflective of our community. Our General Managers meet quarterly through the year to discuss employment equity and diversity initiatives that are working within the various operations and the sharing of ideas and successful initiatives results in increased opportunity to achieve our diversity objective.

Our Company Employment Equity Policy and our Non-Discrimination and Duty to Accommodate Policy are posted in all of our operation locations in British Columbia and Alberta. Our general managers meet quarterly with the President and Vice Presidents of the company to discuss employment equity and diversity initiatives. In turn, general managers meet regularly with on-air and other staff and employment equity and diversity are “mandatory” topics of discussions at these meetings.

All of our stations’ General Managers have been charged with understanding and implementing the Best Practices for Diversity. All have been provided with copies of the Commission’s relevant decisions. All have attended CAB run sessions on Best Practices in Diversity.

3. Please describe the system you have implemented for ensuring that progress on diversity goals is monitored.

The JPBG posts its annual employment equity narrative report for all employees and discusses employment equity and diversity objectives with its employees during annual Performance Improvement Plan reviews. The narrative report describes initiatives undertaken in the past year and provides data on designated group representation in the workforce. The Performance Improvement Plan form, which serves as the basis for annual manager/employee discussions on performance assessments, states the company’s commitment to employment equity, increasing diversity and to removing barriers to designated groups. The form also asks if the employee has any concerns or is aware of barriers to his or her career opportunities that are related to employment equity. This process ensures that we have a discussion with each employee at least once each year with the purpose of improving employment equity, improving diversity and removing any systemic barriers. It also ensures that employees are informed of the initiatives the employer has undertaken in relation to diversity.

Our Employment Equity initiatives require ongoing review of our Workforce Analysis to ensure that we are meeting our goals of filling gaps which exist in our four designated groups. This quantitative assessment is the key assessment to our meeting diversity

	<p>objectives in employment.</p> <p>As will be set out later in this report, we also require all stations to monitor and report on specific diversity initiatives and general managers are directly accountable to the President for ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2008.</p> <p>The quarterly meetings of our General Managers, which have a fixed agenda item of dealing with Employment Equity, also ensure we remain accountable to our goals. Also, the regular meetings of our Employment Equity Committee ensure that we are keeping track of our objectives.</p>
<p>Programming</p> <p>Each station or corporate group will ensure that on-air talent reflects the diversity of the community that the station serves.</p> <p>Each station or corporate groups will ensure that programming reflects the diversity of a station's audience, and that guests/experts/commentators from diverse backgrounds are chosen to appear on or participate in programming, providing expertise on a wide range of topics.</p> <p>Programming may include spoken word, music, and talk – both station produced and acquired.</p> <p>Reporting in this section will vary, as</p>	<p>1. Please describe the initiatives you have in place to ensure on-air talent reflects the diversity of your audience.</p> <p>All of our General Managers work to ensure that their stations are reflective of their individual communities and undertake significant out reach efforts to build relationships with the diverse cultural communities in which they operate. Examples include:</p> <ul style="list-style-type: none"> • Jim Patison Broadcast Group has an Employment Equity Policy that states its purpose and commitment to employment equity, names the four designated groups and mentions the need for special measures. The Policy requires all job postings to announce that the employer is an “employment equity employer”. • JPBG has an anti-harassment policy covering sexual, racial, and personal harassment that states its commitment to providing a harassment-free workplace, gives a definition and examples of harassment, describes the complaint procedure and appeal mechanism, and requires the Policy to be posted in each business unit. • JPBG has a Personal Leave Policy that includes illness and accident leaves, parental and adoption leaves, compassionate care leaves, and special leaves of absence for a period of up to four months during which the employee continues to participate in company benefit

appropriate, by station format.

Note: do not report on News in this section.

programs.

- CKPG TV in Prince George began a new initiative in the fall of 2005 which continues today to provide coverage to Aboriginal business by working with the Aboriginal Business Development Corporation to produce a weekly show. Aboriginal producers and hosts produce the show, thus offering direct work experience to members of the Aboriginal community.
- In Vancouver, our radio stations developed a working relationship with the Métis Nation of British Columbia to post job openings, which has resulted in a number of interviews with job candidates.
- In Medicine Hat, CHAT TV, CHAT FM and CFMY FM started a new employment initiative with the Métis Nation of Alberta through the Saamis Employment and Training Association. These stations provided all job openings in their radio/television operations to all 18 Métis Employment Centers as well as 20 Treaty Seven Employment Centers.
- In Lethbridge, CHLB FM and CJBZ FM worked closely with Peak Vocational Services, an organization which helps people with disabilities find work experience, to assist a person with a disability achieve his first work experience. The person worked on various projects with the office staff.
- CHRD FM/CHBZ FM in Cranbrook co-sponsored the Women's Enterprise Society of BC's "Celebration of Women Entrepreneurs" symposium. Networking and mentoring opportunities were provided to business women through the event.
- CEDV FM and CHUB FM in Red Deer have established a free over-the-air job promotion program with the Red Deer Aboriginal Employment Services to promote their services.
- CFJC TV, CKBZ FM and CTFM FM in Kamloops were major sponsors of the "Unveiling of the Red River Cart by the Interior Métis Child and Family Services."

	<ul style="list-style-type: none">• In Kamloops, we produce a weekly TV feature which is also aired in Prince George, hosted by award winning First Nations author Richard Wagamese. This feature provides a First Nations perspective on stories of the day.• CHAT TV, CHAT FM and CFMY FM in Medicine Hat implemented a \$25,000 Métis Youth summer employment placement program in 2005 to plan, design and promote the placement of Métis students into the workforce. <p>2. Describe how you ensure that your programs reflect and include aboriginal people, people with disabilities, and visible minorities.</p> <p>The JPBG strives to develop programming that reflects the diversity of the audience to which the programming is directed. In our launch of The Peak in Vancouver in November, 2008, we specifically worked to ensure that the face of the station reflected the face of the community and undertook initiatives to hire from visible minorities and cultural groups which reflect the community of Vancouver. Examples from other stations in our group are set out in question 4 below.</p> <p>3. How do you include people from diverse backgrounds as commentators/guests/experts on shows, and ensure that they are not used solely as commentators/experts on their own race/culture?</p> <p>We have an inclusive approach to utilizing guest commentators which does not limit comment to dealing with matters related to their own race or culture.</p> <p>4. Describe any new initiatives in place to increase the reflection and portrayal of aboriginal people, people with disabilities, and visible minorities.</p> <p>Please see the response to question 1 above. Also, in 2008 the JPBG undertook significant initiatives in the area of diversity within its broadcast group. These included:</p> <p>(a) the creation of an Employment Equity Committee;</p>
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- (b) the creation of an Employment Equity Plan, a copy of which is attached as Schedule A to this report;
- (c) adoption of a Non-Discrimination and Duty to Accommodate policy in December, 2008, a copy of which is attached as Schedule B to this report.

These initiatives were undertaken with involvement from representatives from all of the JPBG's broadcast locations in British Columbia and Alberta. As the Commission is aware, the JPBG is a growing Western Canadian broadcast group which has in recent years moved from being an operator in a number of smaller markets to a broader based regional player. In transitioning these stand-alone, independent operators into the JPBG, the JPBG has faced the obvious challenges of working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity in broadcasting within our radio stations.

As the Commission is aware through our applications for new licenses in Vancouver and Edmonton, we have also struck a significant partnership with Aboriginal Voices Radio ("AVR") to ensure that that important broadcasting initiative is sustainable in the Canadian broadcast environment. In receiving our license for Vancouver we will contribute \$3.5 million to AVR over the license term of seven years to ensure that that service reflecting the Aboriginal voice of Canada is successful. That contribution is a further reflection of our commitment to diversity in radio in Canada.

On of the most important tools for assessing our representation has been work force analysis which provides a snap shot of our workforce comparing our internal representation of each occupational group to the external availability. This workforce analysis is updated on a quarterly basis and is reviewed by our Employment Equity Committee, Vice President and President.

We recognize that in achieving employment equity goals, we will improve the representation and ensure fair, accurate, non-stereotypical portrayal in reflection of Canada's diversity on radio. Clearly, by having a workforce reflective of the community this goal can be achieved and we are working toward that goal. As set out in our Employment Equity Plan, it is our two year goal to fill any and all gaps in our workforce analysis.

We recently received a letter from Sony BMG Music (Canada) Inc. expressing appreciation for our support of Crystal Shawanda's debut CD release "Dawn of a New Day". They state that "your company support of this Canadian First Nations artist was a key and critical component to its success." A copy of the letter is attached as Schedule C to this Report.

Our Victoria, British Columbia operations are pleased to report that they have an on-going relationship with the Victoria Immigrant and Refugee Centre Society ("VIRCS"), promoting their programs with PSAs and posting job openings in their Centre. Our Victoria operations are also working with VIRCS on a PSA campaign which will enable them to plan and organize a marketing initiative that will create better awareness for what they do for the clients. This initiative will help them promote the services they can provide to business in the Greater Victoria area that would benefit from hiring new immigrants in our community.

It is the objective of our Employment Equity Committee and our Employment Equity Plan adopted into policy in 2008 to contribute to meeting this best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy have been posted in all of our operations and managers have been trained to communicate the importance of these initiatives within our company.

Our Employment Equity Plan and our Non-Discrimination and Duty to Accommodation Policy are specifically designed to identify and remove barriers to access employment within the JPBG. We have also undertaken initiatives in each of our stations to broaden our searches for new employees to agencies which can introduce us to employees who may fill gaps that exist within our operations. For example, in launching The Peak in Vancouver in November of 2008, our job postings were distributed to a broad array of locations targeted at diversifying our applicant "pool".

We are also proud to report that the JPBG's Medicine Hat operations are one of five finalists in the 2009 Alberta Business Awards of Distinction (run by the Alberta Chamber of Commerce) in the category of "Employer of Persons with Disability Award of Distinction". The award ceremony is February 27, 2009 in Edmonton. Albert and we are pleased to be nominated and will report the results of that award ceremony to the Commission once

	<p>known.</p> <p>The JPBG works within the Jim Pattison Industry's group of companies. We meet quarterly with our shareholder and his senior executive group. It is a clear direction from our shareholder that good business means reflecting the markets in which we operate. It is an objective that exists within all of the Jim Pattison's operating entities and is seen as key not only to our business success but our success within our communities as good corporate citizens.</p> <p>We recognize the fact that we must target diversity in the workplace in more specialized ways due to a very tight labour market, aging workforce and the fact that our workforce does not have much movement in many of our divisions for a number of years. Our policies, procedures and commitment to our team members ensuring we offer great employment opportunities, benefits, remuneration and a fun workplace environment has all contributed to our broadcast group employing numerous long term employees. Our turnover is very minimal compared to other companies and industries.</p>
<p>News and Information Programming</p> <p>Each station or corporate groups will ensure it reflects and portrays diversity in its news coverage.</p> <p>In this section, information should be provided about mechanisms in place to assess progress on diversity goals.</p>	<p>1. How do you ensure diversity in your news coverage?</p> <p>The JPBG newsrooms are members of the RTNDA and adhere to the guidelines of the RTNDA and our adherence to the RTNDA policy statements "everyone's story reflecting Canada's diversity". That said, many of our operations are in smaller markets and operate music intense based formats and are not providing material editorial perspective on stories. In Vancouver where we have launched The Peak FM and are providing more information programming, we are actively pursuing stories with reflection of the ethnic communities of Vancouver including the hiring of on-air hosts from the South Asian and Chinese communities.</p> <p>As a side note, we are proud of the long-standing relationship our Vancouver FM station CJR.FM has provided by contract SCMO availability to RHIM JIM radio, a South Asian service. This relationship has strengthened our contact with the South Asian community in</p>

	<p>Greater Vancouver.</p> <p>2. How do you ensure diversity in the experts and commentators used for news stories? How do you ensure that they do not only comment on issues specific to their cultural backgrounds?</p> <p>The JPBG does not have news intensive formats. It is very rare that we would consult with an expert on-air. Further, as many of our stations are in smaller markets, it can be difficult to access experts on news topic in any event. Where we do rely on experts, we recognize our commitment to best practices and pursue individuals from a broad range of diverse backgrounds.</p>
<p>Recruitment, Hiring and Retention</p> <p>Each station or corporate group will ensure diversity in the workforce.</p>	<p>1. Describe any initiatives you've developed to ensure diversity in your workforce, such as: outreach to diverse communities to recruit diverse applicants for jobs; mentorship programs; etc. Please see response to questions 1 and 4 in the Programming section above.</p> <p>All JPBG's employment postings provide that we are an "equal opportunity employer."</p> <p>In 2008 the JPBG reviewed all of its human resource policies and practices related to recruitment, hiring and retention with a view to ensure that no policies or practices create systemic barriers. The review did not identify any systemic barriers within our human resources policies and practices.</p> <p>The success of the JPBG workforce retention is clear as we have very little turnover in our operations. Indeed, this is one of the challenges in terms of filling gaps in our workforce analysis in that positions in our operations rarely arise. This has slowed our ability to fill gaps in our workforce analysis but we continue to strive to meet our objective of filling those gaps within the next two years. We are concerned that the declining economy forecast for 2009 will impact our ability to add positions to our group.</p> <p>The JPBG has initiated several tactics and implemented mechanism aimed at attracting and</p>

recruiting a diverse employee base. We are expanding our outreach initiatives to non-traditional resources for broadcast employees and have worked on and outreached to agencies such as Aboriginal groups and cultural groups within the markets we serve to increase opportunities to add to the diversity of our operations.

In launching The Peak in Vancouver in 2008, we committed to the Commission that over 50% of our new employees at the station would come from the four designated groups and we met that objective. We have also implemented an internship targeted at Aboriginal and visible minority students providing an opportunity to work in our operations and learn the business of broadcasting.

Finally, as the Commission is aware, the JPBG has significantly improved our relationship and representation with the Aboriginal communities through our significant funding of AVR to the amount of \$3.5 million over seven years as committed to in our Vancouver radio application.

Our Employment Equity Committee, Employment Equity Plan and our adoption of a Non-Discrimination and Duty to Accommodate Policy in 2008 are all targeted towards meeting these objectives. All employees responsible for hiring and managing staff have been mentored by General Managers on the importance of these initiatives for the JPBG and we continue to be working on developing appropriate training to deal with identification of any systemic barriers.

The JPBG is in the process of implementing new training practices within our broadcast group targeting and ensuring that employees responsible for hiring and managing staff are provided with training on systemic barriers.

The first level of training has been raising the awareness of our employment equity obligations and our commitment to diversity which has been communicated through our quarterly manager meetings as well as our more regular staff meetings within the individual stations. Further, there was a General Managers' divisional meeting in May of 2008 in Lethbridge, Alberta where we devoted a significant portion of this meeting to employment equity review, focus group and action plans. This in turn was followed up with a session at

	<p>our Total Team Involvement Broadcast Conference in Kamloops in September of 2008 which attended by 55 of our senior employees. We continue to monitor the implementation of these objectives through staff meetings at local levels and divisional meetings.</p> <p>Each of our quarterly general managers meeting have as an agenda item the assessment of the effectiveness and policies and initiatives in furthering diversity objectives.</p> <p>2. What programs have you implemented to ensure the retention of people from diverse backgrounds?</p> <p>As discussed elsewhere in this report, our Employment Equity Committee, Employment Equity Plan and Accommodation policies were all adopted in 2008 and are our most significant recent initiatives undertaken to address this issue. A common concern for our small market stations is the loss of quality candidates to large markets after training with us.</p> <p>3. What staff training have you provided on issues relating to diversity (such as formal presentations conducted by experts in this area, and updates to employee representatives regarding the implementation of employment equity)?</p> <p>Our outside legal counsel, Owen Bird Law Corporation, made presentations on Employment Equity and cultural diversity issues at our General Managers meeting in Lethbridge, Alberta in March, 2008, and at our annual "Total Team Involvement" conference in Sun Peaks in September, 2008. We also required all of our General Managers attend the CAB sessions on Diversity at the 2008 British Columbia Association of Broadcasters' Convention.</p>
<p>Internship, Mentoring and Scholarships</p>	<p>1. Describe any initiatives you've developed to ensure diversity in your future workforce, such as: finding interns from diverse cultural groups; mentorship programs; scholarships etc.</p> <p>The JPBG has adopted an internship program which it is in the process of implementing. Part of our internship initiative is intended to help articulate our diversity practices and</p>

	<p>policies to educational institutions with which we have relationships. All of the JPBG's employment policies were reviewed in 2008 in the context of the adoption of our Employment Equity Plan. The response to the "Programming" section of this report also highlights some of our efforts in this area.</p> <p>The JPBG has worked with other agencies to identify training and recruitment programs which may help us meet our diversity objectives. This is detailed below in our individual station reports on Community and Industry Outreach.</p>
<p>Community and Industry Outreach</p> <p>Radio stations are intensively local services with strong ties to their communities.</p> <p>Each station or corporate group supports diverse organizations in their respective community, and receives input and feedback from the community with respect to the inclusion and reflection of cultural diversity.</p>	<p>1. Please provide information about any initiatives you may be involved in to promote and support diversity within your community.</p> <p>The JPBG operates in, for the most part, 17 different, distinct communities in British Columbia and Alberta. Staff in each of our locations work to reach out into the community and consult to be informed about issues concerning their representation reflection and portrayal of diverse communities. Examples include:</p> <p>Cultural Diversity Report – <u>Island Radio 2008</u> activities.</p> <ul style="list-style-type: none"> • <u>Employment Initiatives.</u> • In May Island Radio hired a BCTF grad, a visible minority, for a 3-week practicum as an announcer at The Peak-Port Alberni, then a further 3-week on air in relief for a staff member on medical leave. The individual then moved to Nanaimo and for the next 6 weeks she worked as an announcer on The Wave and The Wolf. In August she opted to return to class at Royal Roads in Victoria. • In November the General Manager met with the Chief and the coordinator of Human Resources of the Snuneymuxw First Nation in Nanaimo. We discussed the Jim Patison Broadcast Group Employment Equity initiatives and they were very interested and encouraged in the concept of having our job openings posted at their offices and on their website. Plus we talked about opportunities for First Nation youth to gain job shadow

experience at our stations, the possibility of internships, and we committed to help promote and attend the Snuneymuxw career fair planned for 2009.

CULTURAL DIVERSITY ON-AIR

CIBH-FM, The Beach, Parksville/Qualicum Beach.

- Our morning host conducted 5-10 minute interviews with:
- Feb 6 - Robin Pawlucck - co-founder of Mayan Families Canada
- Apr 2 - Eleanor Thompson - Grandmothers to Grandmothers (Stephen Lewis Foundation)
- Sep 18 - Haida Bolton - Camp Uganda (teaching African children the value of their flora and fauna)
- Oct 9 - Antoinette Fouche, raising funds for HIV/AIDS relief in her homeland of S. Africa.
- Oct 24 - Lee Windsor, co-author of "Kandahar Tour" on Canada's mission in Afghanistan.
- Nov 12 - Jennifer Bricker, Immigrant Settlement worker with the Central Vancouver Island Multicultural Society.
- Nov 21 - Caroline Robinson re: local benefit for abandoned babies in El Salvador.
- Dec 16 - Cathy Anicetto and Michelle Bigg on their "Bottles for Wells" project, which raises money to drill water wells in developing countries.

CKWV-FM, The Wave & CHWF-FM, The Wolf – Nanaimo.

- The Wave hosted its first annual Variety Children's Radiothon September 9 and 10, 2008. The Radiothon is two days of grassroots fundraising and increasing awareness of children and families who have special needs. Through the use of live interviews and recorded vignettes we were able to highlight the challenges faced by children who have special needs, and meet representatives from the organizations that help them including NUKO, the Nanaimo Unique Kids Organization which serves children and youth with neuro-developmental disabilities.
- A few events that we promoted in 2008:

- Nanaimo's Cultural Capital of Canada distinction for 2008
- Francophone Association of Nanaimo's Maple Sugar Festival, February 23rd and 24th
- Nanaimo African Heritage Society's Black History Month, February 1st – 29th
- West Coast Women's Show, March 1st and 2nd
- Empire Day's celebrations May 16th, 17th and 18th
- Multicultural Festival May 24th and 25th
- Alive with the Arts of Many Cultures June 21st – July 1st
- Aboriginal Day June 21st
- Canada Day celebrations, July 1st

CJAV-FM, THE PEAK – PORT ALBERNI

- We promoted and attended the First Nations career fair in Port Alberni.
- The 2nd annual Nuu-chah-nulth Tribal Council Education and Career Conference took place June 3 and 4, 2008 at the Alberni Valley Multiplex. The purpose of the conference was to provide First Nations youth and adult learners with information on employment, career development and education opportunities. Island Radio staffed a booth at the fair to answer questions about careers in broadcasting and employment opportunities in our group.
- Plus our newscasts included reports on:
 - Vancouver Island Employers sign on to support Disability Management Excellence Initiative. The goal of the initiative is to have as many BC public and private sector employers as possible adopt an international best practice benchmark standard in disability management and return to work. Port Alberni mayor Ken McRae said the city has many reasons for taking part and encourages all municipal governments across BC to support this initiative.
 - Tseshaht First Nations fisheries dispute resolution.
 - Local mental health groups fundraising plan with the recycling depot.
 - Promotion of the Special Olympics fundraiser dance.

CKLR-FM, THE EAGLE – COURTENAY/COMOX/CAMPBELL RIVER

- The Eagle heavily promoted the City of Courtenay's Access Awareness Day in June. Our news department ran the story on June 5 and 6, plus all announcers shared the

	<p>information with our listeners between May 27 and June 7.</p> <ul style="list-style-type: none">• Other news stories we aired in 2008:• Comox Valley Head Injury Society held its annual Brain Injury Conference. Spokesperson Winna Mitchell says the idea is to raise awareness. She says the public misunderstands many people who have suffered a brain injury.• Comox Valley Measuring Up Steering Committee is looking for public feedback on how to make the community more accessible for those who're mobility challenged. The group invited people to a barbeque to provide input. The committee is putting together a report that will be given to the province for consideration.• Aboriginal Health Physician Advisor to the Provincial Health Officer says more needs to be done to help aboriginals navigate the health care system. Dr. Evan Adams was in the Comox Valley for a forum on the delivery of health care for First Nations. Feedback will be used to develop a community-based plan to improve service.• City of Campbell River is getting 54 new supportive housing units thanks to a partnership between the province and the city. The two are teaming up to help build the spaces. Fourteen will be for adults with developmental disabilities while the rest will be for women and their children who're homeless or at risk of becoming homeless.• Life for a Comox Valley family will be made easier thanks to a donation from the President's Choice Children's Charity. Shawn Rondeau, the assistant manager of Courtenay Superstore, says the Emily Willis family has been given 200-thousand dollars to help purchase a wheelchair accessible vehicle.• A spokesperson for the Campbell River Women's Centre says more women are using the agency's services. Georgette Whitehead says as demand has grown, donations have dropped. She says the centre is seeing more women coming in who have jobs, but can't make ends meet. <p>CJIR-FM/CKPK-FM, VANCOUVER</p> <ul style="list-style-type: none">• The year of 2008 was an exciting time of change for the Vancouver Radio Division of the Jim Pattison Broadcast Group. When the CRTC awarded us an opportunity to convert our failing AM station to a brand new FM frequency, we knew it would create lots of excitement and opportunity within our building.• The new station (100.5 the PEAK) signed on the air on November 13th 2008 and has
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	<p>opened up a broad range of opportunities to fully explore the cultural diversity that makes up the Lower Mainland.</p> <ul style="list-style-type: none">• As is often stated, “new measures call for new people” and as such we experienced a number of personnel changes in 2008. A total of 11 full time employees and one part-time employee were added to our team in 2008. Of the 11 new hires, 10 were women and three of the women were visible minorities.• Meanwhile, a total of 7 full-time persons and 1 part-time employee left our employ in 2008 and of those 5 were women and two were persons that reported working with a disability. The net result is that our staff has grown by 4 full-time employees, with five more women and three more visible minorities than we had a year ago, but with the loss of two persons working with a disability.• In an attempt to ensure that we have been hiring from as deep and wide a pool as possible, the Vancouver Division of the Patison Broadcast Group expanded its horizons in 2008 by advertising for potential employees in many non-traditional circles. When an opening was available it was posted internally throughout the Patison Broadcast Group and on the Patison Broadcast Group web-site as per our company policy but our search for new talent went far beyond that simple measure. Job opportunities for the Vancouver Division were also posted within traditional venues such as Broadcast Dialogue and Milkman Unlimited web-sites and in the Georgia Straight but also amongst non-traditional special interest groups including Accessworks, Metis BC Nation, Diversity, the First Nations Employment and Enterprise Centre and on Craig’s list.• We anticipate continuing this practice in 2009 and expanding upon it as possibilities present themselves.• The Greater Vancouver Regional Development Area is one of the most culturally diverse regions of Canada. It follows that embracing and celebrating that diversity is more than just a best practice, it makes good business sense. Our newsroom is mandated to report all manners of the news, regardless of its origin. However, where possible we try to blend stories that reflect the diversity of our region into our daily news content. Often, if the story is international in scope such as the terrible earthquake in China in 2008 or the dramatic and horrible acts of terrorism in India, we accomplish that by reporting on the international story and drawing a parallel to how it is affecting our listeners and fellow citizens in the ethnic communities here at home.
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	<ul style="list-style-type: none">● Other news stories that we have explored and reported on in recent weeks, that reflect the larger cultural community around us have included:<ul style="list-style-type: none">■ the Unforgettable Tour” a Bollywood extravaganza and its Vancouver stop■ a Canadian racism study in partnership with UBC students■ the struggles of disabled Canadians to afford assistive living devices■ the race to lead the Assembly of First Nations■ the Ahwaz Hookah House on West Georgia■ a disabled athlete from Langley challenges to compete in the Paralympics games■ First Nations National Day of Action■ a blind swimmer fro Vancouver becoming the flag bearer at the Paralympics games■ many stories on same sex marriages and health risks of gay & lesbian lovers● Further, our Promotion and Street Teams for both station are constantly on the go throughout the Lower Mainland with phone in reports and live broadcasts from a plethora of activities, events, celebrations and festivals throughout the Lower Mainland that accurately reflect the broad cultural diversity of our areas. <p>93.7 JRFM, VANCOUVER RADIO PROMOTIONS by Tamsin Carling May 2008 Diversity Report</p> <ul style="list-style-type: none">● Run, Walk & Roll at Bear Creek Park in Surrey supporting cancer prevention – May 4● Website, live PSAs, and Funfinder reports● M&M Meat Shops Charity BBQ Day supporting those living with Crohn’s & Colitis – May 10● Website, live PSAs, Funfinder reports & produced promos, & Funfinder on site● Walk a Block for Lupus – May 10● Website, Funfinder reports, and live PSAs● Hyack Festival in New Westminster – May 19-27. The festival organizes and facilitates events in the City of New Westminster while preserving history and tradition, in order to promote the City, stimulate the local economy, and entertain and involve people of every age and background in a fun-filled atmosphere. Its events are recognized both locally and
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	<p>internationally, fostering a positive image for the City of New Westminster and its surrounding areas.</p> <ul style="list-style-type: none">• Website, Showcase guide listing, and Funfinder on site• Relay for Life supporting cancer fundraising and research in Langley May 23, Delta May 24, and Chilliwack May 30• Website, live PSAs, and Funfinder visits• Miracle Days in support of BC Children's Hospitals – May 24• Funfinder visit• Ride for Wishes – May 31• Funfinder visit <p>June 2008 Diversity Report</p> <ul style="list-style-type: none">• Inuit Art Exhibition at Burnaby Village Museum June 7.• Funfinder #2 visit• Boat for Hope on June 14 benefiting Variety – the Children's Charity with those with terminal illness and disabilities• PSAs, Funfinder cut ins, website, and Funfinder on site• The Paavo Nurmi Run at the 13th Annual Scandinavian Midsummer Festival on June 21<ul style="list-style-type: none">– This was a 10K, 5K, or 3K run/walk• Website• 13th Annual Scandinavian Midsummer Festival at the Scandinavian Community Centre on June 21 and 22.• Funfinder cut ins, website, and Funfinder on site• Langley Culture Fest -- Presented by the Intercultural Harmony Society, this event is designed to celebrate the diversity in the Fraser Valley during Canada's multicultural week, June 23-28. Food fair, outdoor shows, crafts and market, admission are free!• PSAs, Funfinder cut ins, website, and Funfinder on site <p>July 2008 Diversity Report</p> <ul style="list-style-type: none">• Metis Cultural Festival in White Rock/Surrey July 12• Funfinder #2 visit
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	<ul style="list-style-type: none">• Walk with the Dragon in Stanley Park – a fundraising event for SUCCESS who helps new Canadians settle into their new living situation July 20.• Funfinder visit and live report• The Trinidad & Tobago Cultural Society of BC presents Caribbean Days Festival July 26 & 27. This event draws a crowd of exuberant fun-lovers to North Vancouver's Waterfront Park for a weekend of parading, dining and dancing in the sunshine.• Funfinder visit <p>July 2008 Diversity Report</p> <ul style="list-style-type: none">• Metis Cultural Festival in White Rock/Surrey July 12• Funfinder #2 visit• Walk with the Dragon in Stanley Park – a fundraising event for SUCCESS who helps new Canadians settle into their new living situation July 20.• Funfinder visit and live report• The Trinidad & Tobago Cultural Society of BC presents Caribbean Days Festival July 26 & 27. This event draws a crowd of exuberant fun-lovers to North Vancouver's Waterfront Park for a weekend of parading, dining and dancing in the sunshine.• Funfinder visit <p>Sept 2008 Diversity Report</p> <ul style="list-style-type: none">• JRFM Funfinder visited the Weekend to End Breast Cancer – Sept 5-7• <i>Website listing, event cut ins, Team 93.7 JRFM sponsorship, and hosted a tailgate party for our Team members</i>• 600AM Cruiser visited the Weekend to End Breast Cancer – Sept 5-7• 600AM Cruiser visited Les Fete de Maillardville – Sept 6/7 weekend• 600AM Cruiser visited the Japanese Canadian National Museum display commemorating• 20 years of Redress – Sept 6/7 weekend <p>Oct 2008 Diversity Report</p> <ul style="list-style-type: none">• Oct 19 - FF visit & report at African Conservation Foundation Fundraiser• Oct 21 - Terra Lindsay attends Dreams Take Flight trip to Disneyland, benefits kids with
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a variety of disabilities, illness, or challenges

Nov 2008 Diversity Report

- Nov 1 & 2 ~ The Vancouver Women's Show with Showcase listing, ticket giveaways, Funfinder onsite, website listing, Funfinder mentions + a Remote
- Nov 9 ~ Salmon Homecoming (large aboriginal presence) with Funfinder reports and onsite
- Nov 16 ~ Hyde Creek Salmon Festival (large aboriginal presence) with Funfinder reports and onsite
- Nov 22 ~ The Mompreneur Show with Funfinder onsite & live report
- Nov 29 ~ Meals on Wheels Country Christmas Concert with PSA's, Funfinder reports and onsite

600AM, VANCOUVER RADIO

May 2008 Diversity Report

- Big Sisters Spring Lunch supporting young women with female mentors– May 7
- Website, Entertainment Guide, and produced promos
- M&M Meat Shops Charity BBQ Day supporting those living with Crohn's & Colitis – May 10
- Website and live PSAs
- Hyack Festival in New Westminster – May 19-27. The festival organizes and facilitates events in the City of New Westminster while preserving history and tradition, in order to promote the City, stimulate the local economy, and entertain and involve people of every age and background in a fun-filled atmosphere. Its events are recognized both locally and internationally, fostering a positive image for the City of New Westminster and its surrounding areas.
- Website and Community Cruiser on site with a live report
- Every Woman in the World Conference in Whistler – May 30-June 1. The Every Woman in the World Conference is a weekend conference getaway inviting all women to share in the fun experience of learning new activities and skills by participating in back-to-back introductory mind and predominantly active movement and fitness-oriented workshops.
- The concept of Every Woman is to celebrate and learn from each other's unique

	<p>differences by providing a healthy, comfortable and non-judgmental setting for women to share their expertise with other women and inspire participants Register Now Buttontoward individual growth, reflection, support & motivation.</p> <ul style="list-style-type: none"> • Did a week of giveaways with our 600AM Unforgettable Experiences including a VIP Club email message, produced promos, live announcer mentions, website, contest occasions and a grand prize announcement. • Relay for Life supporting cancer fundraising and research in Langley May 23, Delta May 24, and Chilliwack May 30 • Website, live PSAs, and Funfinder visits • World Partnership Walk in Stanley Park – May 25. The World Partnership Walk brings together tens of thousands of Canadians in nine cities to help vulnerable communities in Africa and Asia climb out of poverty. • Website, live PSAs, Cruiser live reports, and Community Cruiser on site <p>June 2008 Diversity Report</p> <ul style="list-style-type: none"> • Ridge Meadows Fun Run on June 1 for the Ridge Meadows Hospital • Foundation... which helps many people including those with Disabilities. • Cruiser visit • Inuit Art Exhibition at Burnaby Village Museum on June 7. A group of Inuit Women Artists open their exhibit of hand made dolls. The sang, danced, shared their culture, food and stories. • Cruiser visit • Bridges that Unite on June 12. Supported the Aga Kahn Foundation Third World Aid Exhibit • Cruiser visit • Boat for Hope on June 14 benefiting Variety – the Children’s Charity with those with terminal illness and disabilities • PSAs, website, Entertainment Guide, and Cruiser on site • Italian Cultural Festival • Cruiser visit • 13th Annual Scandinavian Midsummer Festival at the Scandinavian Community Centre
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- on June 21 and 22.
- Cruiser visit

July 2008 Diversity Report

- Metis Cultural Festival, White Rock/Surrey July 12
- Cruiser visit and live report
- Icelandic Horse Show in Chilliwack July 12
- Cruiser visit and live report
- Women's International Slow Pitch Tournament at Soft Ball City in Surrey July 12
- Cruiser visit
- Walk with the Dragon in Stanley Park – a fundraising event for SUCCESS who helps new Canadians settle into their new living situation July 20.
- Cruiser visit and live report
- CREATIVE by Rick Holmes:

Below is a list of commercials we have aired that addresses issues of diversity. The Bay and Vaseline both use voice talent from different cultures as their spokespersons. The Government of Canada commercial promotes the Quebec 400th Anniversary celebrations and the Travel Alberta campaign promotes the aboriginal aspect of Alberta tourism.

• ON AIR	# OF SPOTS	CLIENT	TOPIC
• 05/12 - 06/01	22	THE BAY	INT'L FASHION
• 01/28 - 03/30	85	VASELINE	SKIN CARE
• 03/24 - 07/06	202	GOV'T OF CANADA	QUEBEC 400
• 05/12 - 07/13	54	TRAVEL ALBERTA	ABORIGINAL

Oct 2008 Diversity Report

- Oct 12 – Cruiser visit & report at Chinese Canadian Military Museum

100.5 The PEAK

Nov 2008 Diversity Report

PROMOTIONS by Tamsin Carling:

- Nov 24-30 ~ website listing for the Chinese Fan Exhibit at Dr. Sun Yat-Sen Classical Chinese Garden in Vancouver

CHDR/CJDR/CHBZ - Cranbrook, BC, Broadcast Center Newsroom

Jan 2008 News/Information Diversity Report

- In January 2008, staff of the Broadcast Centre newsroom wrote 280 local news and sports stories.
- A number of news stories fit into the Diversity category in January
- The Fernie Anti-Racism and Multiculturalism team is hosting a forum called Dialogue on Diversity. Event co-ordinator Betty Robb says the dialogue will explore the issue of the interaction between long time residents and newcomers. You can register by emailing mj@elkvalley.net before Monday January 28th.
- A new provocative ad campaign, encouraging young women to get Pap tests, has been launched by the BC Cancer Agency. It follows a 2007 initiative that focused on women in their 20s; a group whose participation in cervical cancer screening has declined recently. CCSP Medical Leader Dr. Dirk van Niekerk (Knee-kirk). For more on the importance of screening or to see the ad campaign, visit bccancer.ca/cervicalscreening.
- The Kimberley Affordable Housing Committee is working on a needs assessment proposal for the city. Committee Chair, Brent Bush says there are two major issues. (low income affordable rental units to help low income people and tourists). Bush is concerned about a potential buyer of the Kimbrook Manor changing the apartments into a strata based condominium complex.

Feb 2008 News/Information Diversity Report

- In February 2008, staff of the Broadcast Centre newsroom wrote 337 local news and sports stories.
- A number of news stories fit into the Diversity category in February
- The Fernie Anti-Racism and Multiculturalism team held a Dialogue February 1st. The dialogue featured three guest speakers: Jimmy Vallance, a 40 year resident, Elizabeth Richards, who has been here a few years and doesn't live here full time, and Jennifer Bell, a youth who has grown up in Fernie. Each gave their own perspective on how they view the community and how they feel the community views them. Following the speakers were small group discussions. One common idea was that some residents resent out of town homeowners because of their effect on housing and living costs in Fernie.

Some possible suggestions included developing affordable housing to hopefully alleviate resentment, increased discrimination on new development by local government, and encouraging newcomers to become involved in community activities in groups so they feel more integrated into the community.

- Sparwood Council voted down a motion to support Columbia River / Revelstoke MLA Norm MacDonald's Representative for Seniors Act... a bill that would create an officer to oversee and protect the rights of seniors. Mayor David Wilks says he doesn't think that's needed in the Elk Valley. Wilks says increased health care services for seniors is needed more than protection of their rights.
 - The Ktunaxa Nation now has two of four new Community Learning Centres in the province. It's a partnership with U.B.C. Dr. Sandra Jarvis-Selinger says the Centre will be a place for people to get health information. Jarvis-Selinger says the information will also be in the Ktunaxa traditional language, and include traditional medicine.
 - Fernie Council has directed city staff to look at the possibilities of making City Hall more accessible to those with wheelchairs or other disabilities. Mayor Randal Macnair says long term modifications to the 103 year old building could be very costly. Macnair says some of the changes the building would need long term would be an elevator off the back of the building and remodelling the washrooms and other spaces.
 - School District 5 has a hands on approach to education. Two innovative lessons are meant to teach middle school students about the Ktunaxa tradition and culture through a fish trap geometry lesson and an English exercise using the Ktunaxa creation story. Project Facilitator Joe Pierre says the complete lessons are available to all B.C teachers and can be downloaded at www.sd79.bc.ca.
 - Local Paralympic athlete, Josh Dueck finished 10th place in the Men's Super combined @ the IPC World Cup Event in Korea. The race is part of the Para-Alpine World Cup.
 - The Cranbrook Hub International Barton Insurance Female Midget Ice won both games against Vauxhall to finished the Central Alberta Hockey League's regular season in first place
- Mar 2008 News/Information Diversity Report**
- In March 2008, staff of the Broadcast Centre newsroom wrote 225 local news and sports stories.

- A number of news stories fit into the Diversity category in March
- Cranbrook's Woman of the Year is from Sparwood, according to Judie Blakely. The Cranbrook Chapter of the Canadian Federation of University Women made the announcement March 2nd. Janice Wilton will be honoured at the College of the Rockies Thursday evening, from 7 until 8. Each year, the honour goes to someone who works for the advancement of women in some way.
- The Cranbrook and District Chamber of Commerce presented its Evening of Excellence over the weekend (March 6th). The only double award winner was Brenda Palmer, Owner of Mrs Palmer's Panty who won both the Newsmaker and Marketer of the Year Award, while former Chamber President and the Owner of Nutter's Bulk and Natural Foods, Denise Pallesen, won the Customer Service Excellence Award.
- March is Community Social Services Awareness Month, designed to draw attention to the vital role social service groups play in our communities. Spokesperson Pam Schneider. For more information visit www.communitysocialservicesmatter.ca.
- Affordable Housing is an issue affecting the entire continent. Here in the East Kootenay; we are no different. The Cranbrook Housing Coalition is having another community forum April 22nd. Co-chair Barb O'Neil says it will feature many key speakers. Fernie Mayor, Randall McNair will speak at the Forum about

April 2008 News/Information Diversity Report

- In April 2008, staff of the Broadcast Centre newsroom wrote 237 local news and sports stories.
- A number of news stories fit into the Diversity category in April
- Doctor Laura Cooper is the new Dean of Instruction at Cranbrook's College of the Rockies. She says working with aboriginal issues is very exciting. Cooper says she had a great experience as a student and is looking forward to her new job at the College.
- May 5th is the International Day of the Midwife. And to mark the day, the East Kootenay Midwives host an open house at their clinic next to the Green Medical Clinic. Midwife Carolyn Thibeault says there is a growing trend of people going to midwives. East Kootenay Midwives will also be showing a documentary by Ricki Lake, which provides an overview of what midwives do. The film will be shown Wednesday May 7th at the College of the Rockies from 7 until 9pm.

- A local company is making a 2 thousand dollar donation to the Cranbrook Girl Bugle Band. Beachcomber Hot Tubs and Culligan Water in Cranbrook had band members help with a Kootenay Ice promotion back in January. The company has donated a portion of its sales from January through March to help the Band in its fundraising drive for its trip to the Yukon.
- Cranbrook's Leanne Becking has been named SAIT's Female Athlete of the Year, playing the shooting guard position with the Trojans. The 21-year-old Mount Baker Wild basketball alumni was the only SAIT Trojan named an All-Canadian and Becking lead the ACAC's South Division in steals and field goal percentage this season.
- More than forty separate community resource agencies will be under one roof at the fifth annual Cranbrook Community Agency Network trade fair. Organizer Gregg Berg says people in all kinds of situations should be able to find the appropriate services there. The trade fair goes May 21st at the Eagles Hall from one until 4.

May 2008 News/Information Diversity Report

- In May 2008, staff of the Broadcast Centre newsroom wrote 236 local news and sports stories.
- A light month in May
- Part of the Cranbrook based Mrs. Palmer's Pantry company is up for sale. Due to the amount of time and effort to manage the massive growth of the Pita Chips, owner Brenda Palmer is selling the jarred side of the business, which includes the sauces and antipasto.
- The provincial government is providing funding to upgrade 10 seniors housing facilities in BC. Lilac Terrace in Sparwood will be receiving \$1.3 million, while the Tom Uphill Manor in Fernie is getting \$145 thousand.
- May 29th was the Assembly of First Nations' National Day of Action, and the Ktunaxa Nation Council is holding a public rally. The peaceful rally was held outside Kootenay Columbia MP Jim Abbott's office in Cranbrook.

June 2008 News/Information Diversity Report

- In June 2008, staff of the Broadcast Centre newsroom wrote 188 local news and sports stories.
- Several news stories fit into the Diversity category

	<ul style="list-style-type: none">• The BC Spirit Pole tour hit Cranbrook June 2nd. The Pole was set to tour through 50 BC communities, where people of all ages could carve a piece of the pole. Once finished the pole will be raised at the 2008 North American Indigenous Games in the Cowichan Valley in August. Spoke to Pole Carver Carey Newman.• The local Ktunaxa nation, gathered to watch Prime Minister Stephen Harper's apology over abuse and cultural loss involving residential schools. St. Mary's Band Chief Sophie Pierre says those who were gathered believe the apology to be sincere. Kootenay Columbia Conservative MP Jim Abbott says the apology is part of a four billion dollar compensation package.• Cranbrook City Council created a 7 member Accessible Housing Advisory Committee. The committee is designed to help put the City into a leadership role on a number of accessible housing issues affecting Cranbrook residents. The 7 member committee features a cross section of the community, including reps from the Chamber, the Aquantanum Housing Society, Canadian Mental Health and area Senior's groups. <i>(Initial story was with Cranbrook Mayor Ross Priest -- as further follow-ups are done, updates will be conducted with committee members from Mental Health, the Aquantanum Housing Society and Senior's group.)</i> <p>July 2008 News/Information Diversity Report</p> <ul style="list-style-type: none">• In July 2008, staff of the Broadcast Centre newsroom wrote 224 local news and sports stories.• Several news stories fit into the Diversity category in July• The Ktunaxa Child and Family Services Society is holding its AGM on Tuesday July 9th. The meeting runs from 10 until 3 at the St. Mary's Indian Band office on Mission Road, with a youth wrestling workshop and lunch and dinner being provided. Call 489-4563 for more information.• The RDEK and the Ktunaxa First Nation have signed an agreement aiming to improve the Lake Koocanusa area. East Kootenay MLA, Bill Bennett says this solidifies commitment from all parties to create a plan for this area. This agreement aims to balance social, cultural, environmental and economic values in Lake Koocanusa.• The Cranbrook Archery Club is holding a fundraiser to help send Paralympic athlete Kevin Evans to the Summer Games in Beijing in August. Director of the Cranbrook
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Archery Club, Mike Harach. The fundraiser is taking place on August 16th. All proceeds will go directly to Kevin and his family to help send them to Beijing.

- A new three year international accreditation has been awarded to the Cranbrook Society for Community Living, by CARF International. The decision is the highest level of accreditation that can be awarded to an organization. C-S-C-L Executive Director Mike Patterson says the accreditation assures those people the Society serves and those who help fund the programs that what is offered locally meets the highest possible standards.

Aug 2008 News/Information Diversity Report

- In August 2008, staff of the Broadcast Centre newsroom wrote 157 local news and sports stories.
- Several news stories fit into the Diversity category in August
- The successful Cranbrook and District Restorative Justice program has a new Program Co-ordinator in place. Michelle Godec has taken over the reigns from outgoing co-ordinator Gerry Sobie, who has overseen Restorative Justice, since its inception in 2005. Godec says residents should be excited such a program exists locally. She adds that she would love to see the program expand to become involved with the school system.
- Cranbrook based business, Mrs. Palmer's Pantry has exploded onto the national and international scene. Owner Brenda Palmer says her product will soon be sold in school vending machines in B.C and Alberta. Palmer says her pita chips have been approved for sale in Western Canada, and Ontario has expressed an interest in her product.
- A local goaltender will represent the area at the U18 National Women's Hockey Championship tournament coming up in November. 16-year-old Jen Mallard of Cranbrook, earned a spot on Team BC last week, after taking part in selection camp at UBC.
- An eight year old girl from Cranbrook, Emma Sabbagh finished first at a Golf Tournament in Calgary. She won the CJGA Junior Linkster Golf Tournament in the under 10 year old category.
- It wasn't just athletes who were in the spotlight during the 2008 Olympic Games. Angie Abdou, an instructor at the College of the Rockies, in Fernie, received international praise for her novel "The Bone Cage" which explores the ideals of the games. A recent review in the Journal of Sport Literature called the novel a perfect compliment to the

Beijing Olympics.

Sept 2008 News/Information Diversity Report

- In September 2008, staff of the Broadcast
- Centre newsroom wrote 205 local news and sports stories.
- A number of news stories fit into the Diversity category in September
- Cranbrook's College of the Rockies has received one hundred thousand dollars in funding for the RISE program. The goal of the (RISE) program is to offer Aboriginal students with better access to culturally focused learning programs. East Kootenay MLA Bill Bennett says this program will be culturally charged. Bennett says the one hundred thousand dollar grant comes from a three million dollar fund set up throughout the province.
- A second public hearing slated for the Lot 48 issue in Fairmont has been postponed again. The RDEK has now set a deadline of September 2009 to hear back from the a Fairmont Hot springs District Lot 48 Working Group, which is working to have the property formally rezoned. Both the Working Group and Ministry of Tourism, Arts and Culture continue to negotiate with both the Ktunaxa and the Akisq'nuk First Nation.
- Paralympic Archer and Jaffray resident, Kevin Evans sits 9th after the first day of the Paralympic Games in Beijing. He has advanced to the quarterfinals in the Men's Open Division for Archery, but did not move on to the medal round.
- The Community Connections Society of Southeast BC has been selected to provide homeless outreach services in Cranbrook. East Kootenay MLA Bill Bennett says this service will work hands on with the homeless. The Society will receive 72 thousand, two hundred dollars in annual funding.
- The Kootenay Aboriginal Business Advocates Society received a 75 thousand dollar grant from the Southern Interior Development Initiative Trust. KABAS Manager, Patti Phillips says this will help provide more outreach services. Phillips says that it will also help support the Aboriginal Youth Business Capacity Building Project.

Oct 2008 News/Information Diversity Report

- In October 2008, staff of the Broadcast Centre newsroom wrote 191 local news and sports stories.

- A number of news stories fit into the Diversity category in October
- A nomination meeting for St. Mary's Indian Band Chief Councillor and two Band Councillors is set for Friday October 17th. The Election for Chief Councillor and the other two councillors is set for Wednesday October 22nd from 9am until 9pm.
- The St. Mary's Indian band elected a new Chief Councillor in Wednesday's election. New Chief Cheryl Casmere says there is a misconception about being chief. Casmere takes over for outgoing Chief Sophie Pierre. Two other councillors elected were Jim Whitehead and Pat Cardinal. (Outgoing Chief Pierre did not respond to calls for an interview.)
- Abreast in the Rockies will be at the October 25th Kootenay ICE game against the Saskatoon Blades. Dragon boat team Manager, Sandy Zeznik says the Kootenay ICE will play with pink sticks, in support of the fight against breast cancer in the warm up and first period.

BIG 105.5/106.7 THE DRIVE/BIG WEST COUNTRY

Cultural Diversity Report 2008

We continue to list the statement of being an Equal Opportunity Employer on all of our job postings. Job postings are sent to the office of the Metis Nation of Alberta. We have met with the local Aboriginal Employment Service office here in Red Deer a number of times to offer our help to promote Employment Programs, Training Courses and their services but to no avail. The General Manager met personally with the manager and then tried to get info by phoning.

It is important to our radio stations to cover diverse cultural stories that could relate to minority groups in our community be it news or community related. Here is a list in no particular order of events or stories that we have covered on a consistent basis on all of our stations in Central Alberta through 2008:

- promote Red Deer Aboriginal Employment Services to the best of our ability
- extensive coverage of local Special Olympics athletes results plus assist in fundraising events
- help the Red Deer Food Bank and the Central Alberta Women's Shelter to tell their story and help promote fundraising events to assist some of the minority groups who are suffering

	<ul style="list-style-type: none">• help the Service Canada Centre for Youth by telling their story to our listeners helping to create jobs for youth• we organize and totally run a weekend camp for Kids with Special Needs with the intention of helping the families/children to build a happy life and assist the kids in their own growth in whatever small way that we can. We utilize our stations to build awareness of this project and have a number of staff who volunteer to ensure a successful weekend camp plus we are completely responsible for raising the funds to actually run this camp.• promote computer workshops for the disabled through Cosmos Rehabilitation Society• promote the Aboriginal Christmas gathering at the Golden Circle for senior citizens• promote the Dickson Dam Store Museum Aboriginal Theme Day• extensive news coverage of the David Thompson Health Region discussions on developing a program to provide better health care to Aboriginal people in Central Alberta and for the needs of Seniors in our market.• covering school students in Innisfail raising funds to build a school in Sierra Leone• assisting a family in Lacombe, the founder of the 'Better World' organization to tell their story about their efforts to help the horrific plight of families in Kenya.• Sharing stories from Marlin Styner, the spokesman for the Canadian Paraplegic Association in Central Alberta to have local government make changes in requirements for builders to implement creative changes in new building construction to have wheelchair accessibility. Because of the coverage the local council are taking immediate action.• Sharing information about a pilot project for Red Deer, a daycare that gives Aboriginal children a head start in their education in their early stages of life• Promoting a festival celebrating cultures from all over the world supported by the anti racism fund in our community• broadcasting inspiring stories about the Hobbema RCMP Cadet Corps. This program was started as a crime prevention tool and has become the largest Aboriginal Cadet Corps in the world, it has grown to over 900 members in one year• sharing announcements of Federal Government funding for job training for Aboriginals• helping the Red Deer College celebrate diversity on the International Day for the elimination of racial discrimination and taking part in multicultural activities to celebrate
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	<p>this diversity.</p> <ul style="list-style-type: none">• Helped promote a new website developed by the City of Red Deer to provide information to immigrants hoping they will consider our city as their new home.• Promoted National Aboriginal Day with hundreds of citizens enjoying a day in the City Hall Park having fun taking part in Aboriginal Day events• We were involved in an event on International Persons with Disabilities Day to celebrate what people with disabilities do for our community• We have students from other countries who visit our city either through the school system or our Rotary Clubs on an exchange basis. We like to share their story on air with our listeners• We do many stories on 'Bullying' in our schools which can have a major impact on children who are members of a minority segment of our population• Inspirational stories in our community of gathering warm winter clothing for low income aboriginal families at the Ermineskin Primary Community School in Hobbema• Reported on the Supreme Court of Canada's decision to force airlines to provide extra room for disabled passengers at no extra cost. Our local representative to the Premier's Council for Persons with Disabilities is Marlin Styner who says it will make traveling easier, more comfortable and more attainable for people like himself with a disability• We brought awareness to a worldwide event held at Red Deer College called 'Take Back the Night' which raises awareness around issues of violence against all people but especially women• We announced to our community that Alberta's first ever multilingual and multicultural television station signed on in Edmonton and Calgary this year even though that could impact our listenership• We did numerous stories about the opening of a new place of worship for the Ismaili Community in Red Deer even though they are a very small segment of our population (100 residents)• The aboriginal reserve in Hobbema has been living through a horrendous period of gang violence and senseless killings we are helping however we can providing stories on a four month gun amnesty with the RCMP, announcing rewards for information to solve crimes and the efforts of the Samson Cree First Nation to develop a resort style casino with all profits going towards fighting Drugs and Gangs on the reserve
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- Covered the reaction to Prime Minister Harper apologizing to Canadian Aboriginals for the abuse they suffered in residential schools. To hear Anne Gladue-Buffalo of the local Samson First Nation say, while in attendance with 150 other local aboriginals at the town hall in Hobbema, that the reaction from the people was so powerful that it broke through language barriers...that is a powerful story for ALL Canadians to hear
- Our Team in Central Alberta is extremely PROUD to be able to share this information with you, we take the issue of Cultural Diversity very seriously and realize the importance of what we do and the positive impact it can have on our entire population.

CHLB/CJBZ LETHBRIDGE

January 2008 Diversity Report

In Lethbridge, we actively prepare and air stories reflecting the diversity in our community. Examples are as follows:

- Jan 12th, A Blood Tribe police officer is credited with saving a woman from freezing to death. Constable Michael Blood was heading home from work ...when he noticed a young woman lying in the ditch along highway-509. The woman was barely breathing and the Constable provided assistance while waiting for an emergency crew. The victim, a resident of the Blood Reserve is being treated for hypothermia at the Regional hospital.
- Jan 15th, 5 local businesses announced as finalists for the 2008 Alberta Business Awards of Distinction. These awards are given out by the Alberta Chamber of Commerce at a gala on February 29th in Calgary. Under the Aboriginal categories, Whisper Creek Log Homes from Cardston and Eagle Spirit Embroidery and Promotions from the Blood Tribe were nominated. Both companies are also up for the Premiers Award of Distinction.
- Jan 15th, More than 34-hundred aboriginals call Lethbridge home...an increase of more than 1000 since 2001. And population on the Blood Reserve has increased by 10-per cent during that time. Stats-Can numbers show the national aboriginal population is up 45-per-cent...while Alberta's numbers jumped 48-per cent. Our province has one of the youngest aboriginal populations in the country...with the median age at 25 compared to 36 for non aboriginals. Edmonton and Calgary are among the top-10 metropolitan areas with the largest urban aboriginal populations.
- Jan 16th, Information our audience wanted... concerning the property at 1102 5th avenue

north. The land is now owned by the Aboriginal Housing In Action Society, which plans the "Koh Koonan project" for low income housing. Spokesman Jim Short notes the land is already zoned for multi-housing. Mayor Bob Tarleck says fears of a back alley being turned into an "access street" at the location are premature... since the city hasn't received a finalized development permit for the property.

- Jan 31st, The Pitkani Nation Housing Conference in Brocket hears from an influential speaker. Chief Clarence Louie took his band in Osoyoos from bankruptcy to one of the wealthiest reservations in Canada. Chief Louie noted only 2-per cent of government money sent to native reserves...is spent on economic development....while the rest is spent on social issues. He says if more jobs were created..there would be fewer social issues.

February 2008 Diversity Report

- Feb 1st, Low income Aboriginal families in Lethbridge, Calgary, Cardston and Magrath will splitting just over 1.1-million dollars in funding for home-ownership assistance. The money coming from the Alberta government is part of a 16 million dollar province wide initiative...which will be helping Aboriginal families in 16 communities.
 - Feb 1st, The federal government announced funding today that will both help local immigrants...and address the labour shortage in our city. 1.3-million dollars will go towards language training and literacy programs for newcomers. The money will be used over the next 3 years to help train an expected 650 immigrants in this area.
 - Feb 20th, The Alberta Council of Disability Services is taking the concerns of non-profit care-givers to the provincial government. The group is saying that high staff turn-over is making it hard to provide services to those who need them. The A-C-D-S is asking the provincial government for 182-million dollars to help increase wages, in order to retain workers.
 - Feb 27th, There won't be any polling stations on the Blood reserve or for the Pitkani nation. Despite repeated attempts by electoral officers to contact Band officials to set up polling stations....no one responded. Pitkani residents will have to drive to Pincher Creek...and Blood band members will have to vote in Fort Macleod.
- Community Events Diversity**
- **February 14-20/2008 – Blackfoot Canadian Cultural Society - Drumming,**

singing, dancing – the Blackfoot Canadian Cultural Society invites you to the International Peace Pow Wow 2008, February 23rd and 24th at the Enmax Centre. It's a spectacular cultural display – a must see – must experience event. Call 327-68-07 or see blackfoot dot ca for more information. (Country 95 was a sponsor of this event)

- **February 21-27/2008 – Kinetite Club of Lethbridge** - Ladies – you are so going to like this. The Kinetite Club of Lethbridge 6th Annual Ladies Night Out is Friday, March 7th at the Italian Canadian Club. This year's theme is Daquiris and Diamonds

March 2008 Diversity Report

- Mar 7th, A new option for seniors who aren't eligible to use the handy-bus...but have difficulty using regular city transit. The Go Friendly Seniors Shuttle pilot project was officially launched today, even though it's now been operating since early February. The pilot project will run until the end of October...at which point council will decide whether there is enough interest to continue the service.
- Mar 10th, The English Language Centre at Lethbridge College has won the national Lyn Howes Award... recognizing commitment and innovation in the programs the centre offers. Language Canada's accreditation board conducts program evaluations before giving national awards.

April 2008 Diversity Report

- Apr 2nd, New census figures from 2006 show visible minorities number more than 5-million for the first time in Canada's history. In Alberta...just under half a million people belong to a visible minority...or 13.9 per cent of the provincial population. 91 per cent of our minorities live in either Calgary or Edmonton. Visible minorities in Lethbridge...total just over 55-hundred...or 6-per cent...with most from China, Latin America or South Asia.
- Apr 10th, Something we might expect to only see in larger centres ... happened on Mayor Magrath Drive yesterday. A "Free Tibet" march. Although Lethbridge may seem like a small site with little influence on an international scale...march organizer Sutton Dro feels any support will help.

	<ul style="list-style-type: none">• Apr 11th, An incredible honor bestowed on a Lethbridge resident this morning. Yosh Senda is in Ottawa to be invested as a Member of the Order of Canada...to recognize his lifetime of distinguished service in developing and expanding Judo in Canada. Senda was the national coach of 2-Canadian Olympic judo teams...and is the first and only Canadian recipient of Kudan...or judo's 9th degree black belt. For more than 55-years...he's been a volunteer coach and instructor in our city.• Apr 17th, An aboriginal housing development planned for the north-side, gets approval from the city's Development appeal board. Board members split the vote on a waiver regarding design on the series of 4 and 5-unit townhouses...so they would fit the narrow lot at 1102 5th avenue north. City Bylaws dictate a split vote is decided in favour of the waiver. Construction could begin next month. Some area residents are concerned the multi home design will create heavy traffic use on an alley way. But, a city official says 500-cars an hour is acceptable.• Apr 29th, A list of priorities has been compiled by Lethbridge Public Schools for next year, based on input from the community at a recent town hall meeting. Priorities on the list include improving ESL services, generating more student involvement, and creating more healthy life-styles. Significant population growth on the west-side., means they 4 new schools over the next 4 to 7 years...plus they have applied for 19 new modular classrooms for next year. The foundation of the new West-side high school complex is complete...with construction soon to begin on the walls...on the way to the September 2010 opening. <p>Community Events Diversity</p> <ul style="list-style-type: none">• April 17-23/May 1-7/May 8-14/May 15-21/2008 – Chinook Health - Protect your health. Women over 18 years of age, who have been sexually active, need a pap test once a year. If you don't have a doctor, book an appointment at Chinook's Cervical Health Clinic. Call 388-63-24. 388-6-3-2-4.• April 17-23/April 24-30/2008 – Lethbridge Therapeutic Riding Association - Rein in some new gear with the Lethbridge Therapeutic Riding Association. They're having their First ever Tack Swap and Open House, Saturday May 10th at the Rainbow Riding Centre. You can book a table for 30 dollars or a stall for 60. For more information call Shay at 328-21-65.
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May 2008 Diversity Report

- May 5th, Midwives and their supporters made themselves visible and heard today in Lethbridge ...marking International Day of the Midwife. In 1991...our province promised to fund midwifery services...but, it hasn't happened. Mothers who've delivered their babies with the help of midwives...gathered in Galt Gardens...drawing attention to the need for more choice in childbirth health care...and noted the funding of midwives, would improve prenatal care.
- May 9th, A special sod turning ceremony set the stage for a new aboriginal housing complex on the north-side. The Koh Koonoon housing project at 11-02 5th avenue north will soon feature 7 complex's consisting of several housing units. Construction is expected to begin in a couple of weeks.
- May 10th, Community members in Standoff took to the streets to send a message to criminals in their community...that they have had enough. Blood Tribe police escorted the group that carried banners drums and a bull horn which they used to announce how they plan to rid the reserve of drug dealers and boot-leggers. They then went door to door with posters pushing "zero tolerance". Yesterday's march was the first of many that will be held until the end of July.
- May 22nd, Work on a Blackfoot Digital Library can now begin after an agreement between the U-of-L and Red Crow Community College. The online library is set to be launched this November...and will provide thousands of hours of audio information and text focused on the Blackfoot Nation. The library is important...because the majority of native history is oral...not written.
- May 31st, The second march on the Blood Reserve pushing zero tolerance against drug dealers and bootleggers. More than 50 members and supporters joined the growing movement to try and clean up the reserve and unite the community. The next march will take place Saturday morning at Moses Lake at 11 o'clock.

June 2008 Diversity Report

- June 9th, A 76 million dollar budget has been approved by the Lethbridge School District for the 2008/2009 school year. The budget includes funding for the installation of and caretaking of additional instructional space, an increase in funding for technology, and the creation of an English-as-a-second language lead teacher position. The district already

made an application for 3 new elementary schools and one new middle school that are anticipated to be needed over the next 3-5 years. In the meantime, the District applied for 19 modular classrooms for the next year.

- June 17th, The province chips in \$4-million to help expand the French school L-Ecole La Ver-on-dray in Lethbridge. The project will be an expansion on the current Franco-phone community centre...and will get shared use between the French community and the school. In addition to modernizing the school...the project will create a new shared gymnasium...a fine arts area...a pre-school...and a French library. Construction is planned to begin this fall.

- June 20th, The New Dynasty Restaurant and the Lethbridge Chinese Opera Society raise 18-thousand dollars for China earthquake relief. Their fund raiser included a dinner buffet and silent auction. The money raised will now be met by the federal government...meaning 36-thousand dollars will be headed to China to help in the rebuilding effort.

- June 26th, The province has come up with 1.7-million dollars, to fund 79 more beds in women's shelters across the province. While there won't be any beds added in Lethbridge...the Pincher Creek and Taber women's shelter...will get enough money to add 5-beds each. Pincher Creek and Taber are sometimes taxed, to the point where they send clients to the Lethbridge shelter.

Community Events Diversity

- June 12-18/2008 – National Aboriginal Day - Saturday, June 21st is National Aboriginal Day. Celebrate with a full day of activities - starting 8 a.m. at Galt Gardens. Also get tickets for the Blackfoot Art Awards Gala with John Kim Bell – 6 p.m. at the Lethbridge Lodge. See the Soaring Heart in Lethbridge Centre for tickets and details or call Debbie at 328-68-28.

July 2008 Diversity Report

- July 7th, Alberta's Opposition Liberals want the auditor general to prepare a special report... because of what they call widespread irregularities in the March 3rd provincial election. Leader Kevin Taft says he's not trying to overturn the election results...but wants any problems fixed before the next vote. Taft says only half the people who showed up at some polls were on the voters list...so many left without casting ballots.

There were no returning offices on the Pikani or Blood reserves. And polling officials on the west side, refused to swear-in qualified U-of-L voters.

- July 10th, A march to mark the 5th month since Chinese forces moved into Tibet, takes place on Mayor Magrath Drive. Marches will continue along Mayor Magrath Drive until the crisis in Tibet is resolved.

- July 21st, Funding allocations for the Social Housing in Action Committee have been approved by the city. The highest recommended payments go to Pathways Outreach support services...the Native Women's Transition Home and the Resource Centre.

Federal assistance makes up just under 400-thousand dollars of SHIA's revenue for this fiscal year. If the funding disappears...it could impact help to these groups.

Community Events Diversity

- **July 17-23/2008 – Nikka Yuko Japanese Garden** - The Nikka Yuko Japanese Garden offers peace, tranquility and a Japanese cultural experience. Come for the many demonstrations and performances at the garden. For a schedule of events, visit nikka yuko dot com or phone 403-328-35-11.

- **July 31-August 6/2008 – Nikka Yuko Japanese Garden** - The Nikka Yuko Japanese Garden offers peace, tranquility and a Japanese cultural experience. See demonstrations on Brush Ink Painting, or Bonseki Tray Art. Take in a Tea Ceremony or Sword Art. For a schedule of events, hours and a history of the garden, visit nikka yuko dot com or phone 403-328-35-11.

August 2008 Diversity Report

- Aug 8th, Human Rights in Burma, Tibet, and Darfur were the focus in Galt Gardens, as Amnesty International Lethbridge holds an information event.
- Aug 11th, The Aboriginal housing complex planned for 1102 5th avenue north...has taken its next step forward. A contractor has been selected to build several units for low income aboriginal individuals. Carrier Commercial Decorating Limited will build the low income aboriginal housing units...with construction to begin the first week of September. The first of 7 buildings will be ready to take on tenants January 1st.

September 2008 Diversity Report

- Sept 3rd, A program designed to help First Nation, Metis and Inuit students adjust to post

	<p>secondary life at Lethbridge College has started strong. 12 students are involved this year...learning about their culture...studying skills...and time management.</p> <ul style="list-style-type: none">• Sept 3rd, A program designed to help First Nation, Metis and Inuit students adjust to post secondary life at Lethbridge College has started strong. 12 students are involved this year...learning about their culture...studying skills...and time management.• Sept 11th, About 150 people crammed into the German Canadian Club this night to voice mostly disapproval... for the proposed native woman's transition home, slated for the Netherlands Reformed church on 7th street north. They weren't impressed to find out a 7-unit townhouse was no longer part of the plan. The city made a condition purchase of the property...pending re-zoning to direct control. The issue goes before Council near the end of the month for first reading of a re-zoning bylaw...then a public hearing follows in mid October.• Sept 15th, Economic Development Lethbridge, the Aboriginal Council of Lethbridge, and both the college and university...will be part of Team Lethbridge when it meets with the provincial government near the end of October. One of the key issues will be continuing to talk to the provincial government after the trip...to keep our city front and centre when it comes to provincial decision making in the future• Sept 17th, 2 4-year old native girls go missing from Rideau Park this morning around 9:30. Both are located, unharmed, by early afternoon. <p>October 2008 Diversity Report</p> <ul style="list-style-type: none">• CHLB and CJBZ needed to hire another person for the newsroom. The posting was placed on the Lethbridge College electronic job listing board. The College has a significant aboriginal student body. The job posting was also posted with Red Crows Community College• Oct 6th, A rescinded a motion that would allow an HPV vaccine to be given to Grade 5 girls, in local Holy Spirit Catholic Schools. Superintendent, David Keohane, says the Holy Spirit board felt it was important to honour Alberta bishops, who felt it was unacceptable for Catholic divisions to allow the vaccine in their schools on moral grounds. Chinook Health will offer the vaccine to Catholic school girls free at community clinics.• Oct 7th, A case our province took to the Supreme court could have an oral judgement by
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the end of the week. In May of 2007...the Alberta Court of Appeal ruled in favour of the Wilson Colony east of Coaldale...that their members could continue to have driver's licenses without photos. Hutterites believe the photos violate a Biblical ban of "graven images". The province wants the ruling overturned...for security reasons.

- Oct 16th, To go along with the YWCA Week without violence...Lethbridge's Sexual Violence Action Committee launched a website. It's designed for victims, service providers, and family members who want additional information on how to support each other about sexual assault incidents. The site has a blog where anyone can share stories or ask questions...as well fact sheets on sexual violence and where to find services to help.

- Oct 20th, Almost every seat was taken at yesterday's public hearing...to deal with the proposed Native Women's Transition Home...at 7th street and 9th avenue north. Those for and against were fairly evenly numbered. Council decides on re-zoning of the property for the Transition home on Oct 27th.

- Oct 25th, Mayor Bob Tarleck heads to Japan this week to meet with cities that Lethbridge has twinning relationships with. Tarleck was also invited to speak at Haebaru's (Hy-ber-u) 100th Anniversary celebrations on November 1st. While in Japan, Tarleck will also visit Towada for a 2 day visit...which is another city Lethbridge has a friendship agreement with.

- Oct 27th, The Native Women's Transition Home can now set up a central location for its operations...at the former Netherlands Reformed church on the north-side. Council voted unanimously to allow the transition home to buy the property. Concerns about an increase in traffic didn't carry much weight...since few people using the facility will even own vehicle.

Community Events Diversity

- **Oct. 16-27/2008 – Lethbridge Curling Club** - Ladies – register your team for a fun weekend at the Lethbridge Curling Club. The Steamatic Advanced Carpet Care Ladies Invitational is November 1st and 2nd. Register by October 28th. Call the Lethbridge Curling Club at 403 327-12-13 or visit Lethbridge curling club dot com.

November 2008 Diversity Report

- Nov 7th, A Winnipeg Public-policy group is about to survey 43-Alberta native

	<p>communities...on how well ...or not, they're served by aboriginal governments. The Blood and Pitkani reserves will be included...and asked to rate economic development, effectiveness of band administration, quality of health and integrity of band councilors...among other issues. Information gathered will be used to develop an Aboriginal Governance index.</p> <ul style="list-style-type: none">• Nov 7th, Last spring 12 U-of-L students went to Malawi...to help work with the locals...to better prevent malaria and H-I-V AIDS. This week, Aaron Maluwa with the Museums of Malawi...came to the U-of-L to talk about how the students helped a number of the people in his country. The U-of-L hopes to send another group of students...that will likely go in 2010.• Nov 10th, The official list of candidates running for the Blood Tribe Chief and Council is finalized. There are 7-candidates for Chief...including incumbent Charlie Weasel Head, former chief Chris Shade and lawyer Jim Gladstone. There are 103-candidates for the 12-Council seats. An advance poll is held November 19th and the regular election is set for November 26th. On both days, polling stations will be at the Sik-Ooh-Kotoki Friendship centre in Lethbridge...and at the old Saipoyi school in Standoff...from 9-am to 7-pm.• Nov 10th, It's been 8 months since the military crackdown in Tibet. To mark the occasion, Tibet supporters are once again staging a walk for awareness on Mayor Magrath Drive. The group is calling for the Chinese government to respect the rights of all human beings, to stop the crackdown on the Tibetans and to allow access to free press in all areas of Tibet.• Nov 25th, The Rose Buton...originally used to mark the anniversary of the shooting deaths of 14 women at Montreal's Ecole Polytechnique...December 6th 1989...is now being used to help fight violence against women nationally. Lethbridge and District Y-W-C-A is participating.• Nov 26th, The election for Blood Tribe Chief and Council, takes place today...with 7-candidates for Chief... and 103-candidates vying for the 12-Council seats. Polling stations are at the Sik-Ooh-Kotoki Friendship centre in Lethbridge...and at the old Saipoyi (SAY-eh POY-eh) school in Standoff...until 7 tonight. The tribe keeps its chief...and election 4 new council members and 8-incumbants. <p>Community Events Diversity</p> <ul style="list-style-type: none">• November 6-12/08 Showcase of Women - Meyers Norris Penny invites you to the
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Showcase of Women in Business - Tuesday, November 18th – from 5 to 9 at the Lethbridge Lodge. Admission is free. You'll enjoy live entertainment, treats, door prizes and you can get a little early Christmas shopping done. (Country 95 was a platinum sponsor of this event)

CHAT-FM, CFMY-FM, CHAT-TV, MEDICINE HAT

Diversity Report

- At the Medicine Hat Division of the Jim Pattison Broadcast Group, we are firmly committed to diversity in the way we operate our business, and in the way we broadcast to our community.
- We continue to develop and implement policies that will assist us in this goal.
- In Medicine Hat, we operate two radio stations, CHAT-FM and CFMY-FM, and a television station, CHAT-TV.
- A current focus is ensuring the representation in our company of a culturally diverse workforce at all levels. We particularly aim at removing the barriers to employment for the four identified groups—aboriginals, persons with disabilities, members of visible minorities, and women. We do this in a number of ways:
- We make discussions of these issues a part of our management meetings, usually on a quarterly basis.
- We make it part of our hiring practices, ensuring that we approach underrepresented groups through media and in places they are familiar with. These have included...
 - Saamis Employment and Training Association
 - Red Crow College
 - Miyoasin Centre
 - Alberta Métis Association
- We plan to continue this outreach with other groups that target our four designated groups, and are in the process of developing a “homegrown” hiring policy to ensure that our intentions become the norm.
- We maintain contact with members of our staff from diverse backgrounds, ensuring there are no barriers to their continue employment, training, and promotion.
- We continue to survey our workplace and make it more accessible for persons with disabilities. Over the past two years we have increased the number of disabled parking

	<p>spaces, made major renovations to improve washroom access for wheelchairs, and constructed a ramp to ensure access to master control facilities for a wheelchair-confined operator.</p> <ul style="list-style-type: none">• We have had good results in our attempts to add diversity to our workforce.• We were fortunate to be able to hire a member of a visible ethnic minority onto our full-time staff. Mike Lecorps is an experienced videographer and a valuable addition to our team.• Our stations have a large number of valuable female employees, and we continue to add women to the management team. In 2008, we hired Crystal McKenzie as our Television Traffic Manager. She joins News Director Rhonda Carlson and Radio Traffic Manager Pat Aaker as important parts of our leadership group.• We have a number of aboriginal employees that are also part of our staff, and of our management team. Both Pat Aaker (mentioned above) and General Sales Manager Ed Lundberg are members of the Métis community.• Last summer, we hired Hung Doan as our summer student in charge of our Cruisers. He is of Chinese ancestry and came to Canada as a very young man with his mother and father.• We have been recognized by the Alberta Chambers of Commerce, who have informed us that we are a finalist in the 2009 Alberta Business Awards of Distinction in the category “Employer of Persons with Disabilities Award of Distinction.”• Recognizing the diversity of our society through our programming is also an important part of our Employment Equity practices. Nowhere is this more evident than in our News Department, where reporting on a wide range of diversity issues happens on a continual basis. One of our major initiatives in 2008 was our decision to send reporter Kyle Bakx to Ethiopia. Kyle covered the activities of a Medicine Hat Charity as they discovered the culture, problems and victories of the people in this far-off country.• In addition, our news department coverage included the following:<ul style="list-style-type: none">○ FOLK FEST - Second annual Tongue on the Post Folk Festival which aims to celebrate all kinds of different cultures through music.○ AFRICAN SKATERS - A group of local skateboarders spent some time recently in Africa...doing charitable work.○ RACISM DEMO - March 21st was the International Day for Elimination of
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- Racism – on this day - a native dance troupe and others staged a demonstration for students at MHHS.
- **AUTISM PROGRAM** - As part of a two part story on autism - we follow a 7 year old autistic boy as he works with a therapist - we see the challenges involved.
 - **AUSCHWITZ REMEMBERED** - Esplanade gallery hosts an exhibition of photos and writing by Eva Brewster - a survivor of the Auschwitz death camp and who lived in Southern Alberta in her adult life.
 - **BLACKFOOT EXHIBIT** - For the first time in nearly 20 years - an item from the Medicine Hat Museum is being loaned to another museum for display. This time - it's a Blackfoot Indian calf robe - which carries the history of a First World War soldier. The artifact is on its way to a museum in Belgium.
 - **HERITAGE FEST** - CAPE school holds a special celebration today to honor immigrants and ethnic groups.
 - **SAAMIS TEE PEE** - 20 years ago - once the Calgary Olympics were over - the tee pee that was the centre piece of the opening and closing ceremonies was taken down and put on the scrap pile. But local entrepreneur Rick Filanti rescued the pieces -- added to them - and the Saamis Tee Pee was born. A retrospective
 - **JAZZ FEST** - Noon hour newer to highlight this year's event. The festival has grown dramatically over the last few years and is now one of the best in Canada.
 - This year, we find out more about what will make this year's festival special.
 - **RELIGIOUS CONFERENCE** - Multi denominational conference in the city -- similar to the one held here last year.
 - **MINORITY REPORT** - Stats Canada recently unveiled info from the 2006 census on the ethnic make up of our community. The days of a white homogenized city are gone -- more ethnic minorities are calling the Hat home. We take a look at what it means for people like Saamis Immigration - what challenges these new residents bring to areas of law enforcement; and how accepting the community is to these newcomers?
 - **SPECTRUM PREVIEW** - After all the spring rain we could all use a little Sunshine Celebration (Spectrum's catch phrase). For the first time in years - this annual event moves back downtown. Every year, the event highlights a number of local cultures with demonstrations and ethnic foods.

- **MULTICULTURE MARKET** - As part of Spectrum, the Folk Art council puts on a multi-cultural market where people can see crafts and foods from other parts of the world.
- **HOLOCAUST SURVIVOR** - In conjunction with the Eva Brewster exhibit at the Esplanade, an 82 year old holocaust survivor tells his story. He was in 4 different concentration camps between 1942 and 1945. He now lives in Calgary.
- **UNIVERSAL ACCESS** - We are in the 21st century - but many buildings are still not designed for people in wheelchairs. A guest speaker talks about the difficulties
- **JAZZ FEST BELLE** - Now for something completely different. A Norwegian Jazz group that makes music like no one has heard before
- **SANDELY PARTY** - Post mortem on the tenth annual event held on July 1 at Kin Coulee Park.
- **EVA BREWSTER WRAP** - The Eva Brewster story, an exhibit dedicated to the horrors of the Holocaust wrapped up late last month at the Esplanade. It may have been one of the most attended exhibits so far at the Esplanade
- **DOWNTOWN CHILI** - After a one year absence, the event makes a triumphant return to the city centre with 85 teams taking part!
- **HEIGHTS OF FASHION** - An exhibit about shoes at the Esplanade that follows the history of the shoe and how it's evolved...
- **HERITAGE FESTIVAL** - Esplanade hosts a Heritage Festival to mark Heritage Day weekend in Alberta. Includes demonstrations by Fort Walsh North West Mounted Police and free admission to museum and archives
- **VIOLA AWARD** - Local girl takes home national award from the National Music Festival.
- **CROSS CANADA WALKERS** - "Multifaith Walk Against Violence" represents a move to unite Canadians against all forms of violence. These include: child abuse, domestic violence, terrorism, wars, gangs, bullying and elder abuse. This walk began on April 20th, from Halifax and is expected to end in Victoria, B.C. by the end of November, 2008. Canadians of all faiths will be participating in this walk.
- **ART'S DAY PREVIEW** A look at the rich arts community here in our region.
- **FOLK MUSIC** - Local folk music scene is on the rally -- Tongue on the Post

	<p>Festival in the winter is their high profile event but there's lot's of other stuff happening too</p> <ul style="list-style-type: none">o REDI MURAL - Redi Enterprises – which hires scores of people with numerous disabilities - plans to have local artist Jim Marshall build a mural on the wall of their building. Since this building is on one of the busiest roads (Allowance Avenue) it's going to be seen by lots of people.o CZECH TIGER - He's the leading scorer on the Medicine Hat Tigers -- but he speaks no English. A look at a teenager from the Czech republic and his adjustment to life in Canada and major junior hockey.o MCCOY ART - Students from McCoy high school help an artist hang his works in the Esplanadeo ETHIOPIA DOCTOR - First part in a series of reports on the efforts of a local group to make things better in Ethiopiao ETHIOPIA DAY TWO - In addition to a local doctor, a local carpenter is also helping make things better in Ethiopia - teaching carpentry skillso ETHIOPIA MAGIC - In part three of his series, Kyle introduces us to a local man who took a gift of magic to children in Ethiopia.o ETHIOPIA TEACHER - The series continues with a local teacher who brought a different skill to Ethiopia - photography. He taught it to Ethiopian women - to give them a voice thru pictureso ETHIOPIA WRAP - In the final segment of the series, Kyle Bakx shows how ordinary people can make a difference in the lives of others thru serviceo METIS NIGHT - All items of Metis Culture are placed on display at the Esplanade as the local Miwaysin society holds an event. <p>In review of all of our company policies this year that included looking at systemic barriers in terms of our communications with audience.</p> <p>The outreach initiatives of our stations generally reflect the fact that our stations are very involved in their local communities and do reach out to the various ethnic communities.</p> <p>2. Describe any formalized community consultations you've conducted to solicit feedback and</p>
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	<p>input from community leaders, organizations, students and members of the public. These are set out in response to questions above. We rely heavily on individual stations to reach out in their communities and the responses above clearly demonstrate the strong relationships we have in the communities we serve.</p> <p>3. Describe how you receive feedback from your audience, particularly in relation to diversity, and how you use that feedback.</p> <p>Our stations actively reach out to the communities we serve through involvement with local groups. The feedback is positive particularly in light of the active support we provide through PSA's and coverage of community events and local festivals which celebrate the diversity of the communities we serve.</p> <p>4. Please provide information about any initiatives you may be involved with to promote diversity in the broadcast industry as a whole.</p> <p>We provide an SCMO channel in Vancouver to a South Asian Service, RHIM JHIM Radio, and have had that relationship for many years and that has contributed to the development of ethnic radio in Vancouver.</p> <p>We are active and supportive of the CAB's efforts to develop Best Practices and facilitate participation in CAB training efforts.</p>
<p>Internal Communication</p> <p>Each station or corporate group will ensure that diversity commitments are communicated within each station or corporate group to all staff members.</p>	<p>1. Describe how diversity objectives and information are communicated between your corporate headquarters and individual stations, and to all staff.</p> <p>As discussed above, we hold quarterly meetings of our General Managers which have an agenda item dealing with Employment Equity and Diversity. These managers meet weekly with department heads at our 17 locations to discuss news, programming and employment matters. We post our employment equity and diversity related policy documents at all our</p>

	<p>locations.</p> <p>2. How is staff involved in planning methods to increase the inclusion and representation of diversity in all areas of station operation, as appropriate?</p> <p>Staff are encouraged to celebrate the diversity of the communities we serve by the active involvement in community events each of our stations support. On a more formalized basis, our Employment Equity Committee serves as a vehicle to ensure our stations are inclusive and reflective of our communities.</p>
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SCHEDULE A JPBG EMPLOYMENT EQUITY PLAN ADOPTED AUGUST 2008

Preface

The first goal in the Jim Pattison Broadcast Group's (the "Company") Employment Equity Plan (the "Plan") is "to recruit and retain a diverse group of exceptionally talented staff and to support them in ways that allow them to reach their highest potential." The Company's Plan focuses on goals and objectives to attain employment equity consistent with our Employment Equity Policy adopted by the Company in May, 2004, which states as follows:

The Jim Pattison Broadcast Group is federally regulated and as such is governed by the Employment Equity Act. As a standard, the Company is determined to treat all employees equitably.

The government created the Employment Equity Act to address disparities in salaries, occupations, career patterns, unemployment and labour force participation rates in the experiences of women, Aboriginal peoples, persons with disabilities and members of visible minorities.

The Employment Equity Act ensures that no one is denied employment opportunities and benefits for reasons unrelated to ability. The Act states that this is achieved by correcting disadvantages in the workplace experienced by the four designated groups mentioned previously. It is also achieved by implementing the principle that employment equity means more than treating people in the same way but also requires special measures and the accommodation of differences.

The Act is designed so that the outcome of its implementation is an equitable representation of women, Aboriginal peoples, persons with disabilities and members of visible minorities in workplaces across Canada. Employers are expected through an analysis of their workforce and employment policies and practices to develop employment equity plans. The plans include the elimination of employment barriers and special measures to enhance employment opportunities for members of the four designated groups.

When a division of the JPBG is posting a job opening, it is a commitment of our employment equity initiatives that all in-house postings, outside ads for recruitment, etc. be tagged with:

"The Jim Pattison Broadcast Group is an Employment Equity Employer"

Please ensure everyone is informed of this requirement as it is an initiative we must adhere to.

The Company recognizes that it will benefit from a workforce that reflects the rich diversity of Canadian society. Excellence is not limited to one or even a few groups. By becoming more inclusive and supportive of diversity we can draw on a wide field of excellence from within and

across all diverse groups in Canada. One of the Company's guiding values and principles is a commitment to equal rights and dignity of all persons, and equity in opportunities and employment for all.

The Company is committed to fair employment practices for all employees as a cornerstone of its equity policy and program. The Company has established an employment equity program in order to identify and remove barriers to equity in employment for members of designated groups. In addition, the Company will endeavour to create an inclusive and welcoming environment for members of any group protected by the Human Rights Code.

Merit is paramount. Instituting Equity helps to fully recognize merit. Employment equity focuses on results and works within a framework of inclusion, respect and a climate free of discriminatory barriers to support merit. Allowing intentional or unintentional employment barriers is at odds with the merit principle. Ensuring principles of fairness and equity are incorporated into all procedures and activities will result in equitable access to employment opportunities and a workforce reflective of the diverse population of the appropriate community.

Achieving equity is not possible until equity goals and initiatives are integrated into the normal processes and practices of the workplace and seen as a standard way of operating. The responsibility for achieving equity rests with all who make employment decisions and take action that affect the workplace. Accountability for achieving equity is, therefore, no different from accountability for achieving other company goals and objectives. Monitoring and regular reporting will be a normal part of the Plan's implementation.

The *Employment Equity Act* speaks of two types of equity goals: "positive policies and practices" and "numerical goals." Both these qualitative and quantitative goals are necessary to achieve equity. The Company's Plan focuses on 3 areas: to establish a structure within which equity measures will be developed and monitored (Goal 1 and objectives), to increase representation and assist retention of designated groups (Goal 2 and objectives), and to promote integration activities to create an inclusive climate and support productivity (Goal 3 and objectives).

This Plan is in effect from September 1, 2008 to August 31, 2011. It is the intention that the objectives of this Plan are to be carried on after 2011, and that employment equity will always be a part of the Company's policies.

The objectives in this Plan have existed since our Employment Equity Policy was adopted in May, 2004 and are ongoing objectives of the Company.

Goal 1:

To ensure the principles of fairness and equity are and continue to be incorporated into all aspects of employment including, recruitment and hiring, training and promotion, retention and accommodation in the workforce.

The work towards achievement of this goal has been ongoing and was reviewed as part of the Employment Systems Review conducted by the Company in early 2008 but will continue to be pursued through the term of this Plan.

- **Objective 1:** Continue to integrate equity goals and objectives into the Company's planning processes.
 - Equity goals and objectives are integrated in the regular goals and objectives for individuals. There must be mechanisms in place to hold individuals accountable for meeting these goals.
 - There will be consultation process in developing goals and objectives to ensure inclusion and involvement at all levels.
 - Responsibility:
 - President: to expect the Vice-Presidents and General Managers to include equity goals and objectives as part of the regular planning and review process and support the steps necessary to achieve them as part of the Company's quarterly reviews commencing September, 2008.
 - Vice Presidents, General Managers and Employment Equity Committee: to include equity goals as part of their regular planning and review process and to take steps necessary to achieve them.

- **Objective 2:** Continue to systematically review policies and procedures and identify any barriers to members of designated groups.
 - A barrier is any policy, procedure, or practice that has a direct or indirect adverse effect on members of designated groups. Within that context, an employer will remove barriers unless it would cause undue hardship. Employers will continue to hire based on merit.
 - Responsibility:
 - President: to review all new policies and procedures. The President will ensure that the Employment Equity Committee as well as General Managers and Vice Presidents have reviewed all new human resources policies and procedures and all substantial changes proposed for existing policies and procedures prior to review by the President. It is noted that all existing policies and procedures were reviewed by the Employment Equity Committee as part of the Employment Systems Review in the spring of 2008.
 - All those responsible for drafting policy: to apply an equity checklist to new policy provisions and review of existing policies. The checklist is attached as Schedule A to this Plan.

- **Objective 3:** The Company will regularly monitor progress of the Plan through review and update of the EECRS data every 6 months commencing September, 2008.

In February of 2010, the mid-term point of this Plan, a detailed review of the status of the Plan is to be conducted in consultation with the Employment Equity Committee.

- Responsibility:
 - President, Vice Presidents: to review EECR results every six months in consultation with the Employment Equity Committee by February, 2009.
 - General Managers: to support and identify appropriate measurements.
- **Objective 4:** Further review and clarify the roles of the Company's Employment Equity Committee, Human Resources, the Executive, individual and related committees in delivering on the Company's equity commitments. This review shall be completed by February, 2009.
 - Responsibility: President, Vice Presidents, General Managers, Employment Equity Committee.
- **Objective 5:** To consider and review positive incentives to encourage the implementation and achievement of equity goals and objectives prior to February, 2009.
 - Responsibility: President, Vice Presidents, General Managers and Employment Equity Committee.

Goal 2:

To improve the participation of members of designated groups in all jobs and at all levels where they are under-represented, and achieve and retain a workforce representative of the appropriate community.

- **Objective 1:** Adopt 3 year numerical hiring goals, based on estimated retirement data, current representation of designated groups, and the prospects for hiring members of designated groups in specified occupational groups where they are under-represented.
 - A hiring goal is not a quota, but serves as a comparator against which to measure the success of recruitment and selection strategies.
 - Hiring goals are the numbers of designated group members considered appropriate to hire in a specific occupational category over a 3 year period in order to increase their representation in our workforce.
 - To implement this objective the task is to look at areas of under-representation, anticipate hiring opportunities, set reasonable, specific numerical goals to increase representation and establish strategies that will assist in recruiting and selecting designated group members.

- Responsibility:

- President, Vice Presidents: to review and consider annual company wide hiring goals and objectives in each year of the Plan. In the event the Company is not on track to meet the goals and objectives of the Plan, the President shall arrange a meeting with the Vice Presidents, General Managers and Employment Equity Committee to review what revisions to the Plan are required.
- General Managers: to establish and adopt hiring goals, for the President's approval, as part of the annual goals and objectives planning process; to revise and update these as necessary as suggested by new trends.

- The short term goal of the Company is to, within a time frame period of one to three years, bridge all of the gaps identified in the four designated groups where the gap is -1 or -2 and fill the gap where it is -3 or greater, as determined by the October, 2007 Work Force Analysis of the Company and as set out below. The gaps identified for the Jim Pattison Broadcast Group are:

- Women:

- Senior managers (-2)
- Middle & other managers (-8)
- Professionals (-1)

- Aboriginal Peoples:

- Professionals (-1)
- Semi-professionals & technicians (-6)
- Supervisors (-1)

- Persons with Disabilities:

- No gaps

- Visible Minority Members:

- Senior managers (-1)
- Middle & other managers (-1)
- Professionals (-5)
- Semi-professionals & technicians (-10)
- Clerical personnel (-4)
- Intermediate sales & service (-3)

- **Objective 2:** Continue to develop processes and strategies to implement hiring goals as appropriate. As part of this objective, all general managers will circulate best practices and processes which are utilized by individual stations to raise awareness amongst all stations in the Company as to successful initiatives. The best practices and process will be used to:

- raise awareness of Jim Pattison Broadcast Group as a potential employer among designated group members;
- work more closely with professional training schools/colleges to recruit designated group members;
- post jobs with local agencies having contacts with designated group members;
- post jobs outside the broadcast industry to attract members of designated groups;
- make managers aware of the importance of encouraging designated group members to self-identify; and
- establish more active partnerships with Aboriginal organizations.

For qualitative goals, the Company will continue to focus on the following:

- raise awareness of the career potential of the broadcast industry and the Company as an employer by sponsoring community events, contacting educational institutions where broadcasters are trained, holding (or participating in) career fairs, speaking at high schools;
- raise awareness of the positive impact of the media in a community (and thus enhancing its image as a desirable career) through developing and airing special features related to designated group members;
- post jobs with local community agencies involved in the placement of designated group members;
- enhance outreach efforts by developing partnerships with Aboriginal organizations aimed at offering Aboriginal persons opportunities in the broadcast field and of recruiting qualified Aboriginal persons into existing positions; and
- ensure managers receive training on employment equity, its importance to the Company, and the need to promote self-ID.

- Responsibility:

- Vice Presidents, General Managers: to develop processes and strategies for the President's approval and to implement and review results as part of the annual planning process and to report on success employment equity initiatives to the management team.

➤ **Objective 3:** Provide training in equity selection procedures for hiring committees.

- Responsibility:
 - President, Vice Presidents: to raise awareness of employment equity principles amongst those responsible in the Company for hiring and to ensure creation of training materials on employment equity principles for circulation by February, 2009.
- **Objective 4:** On a continuing basis, ensure that employees who are designated group members have equitable access to professional development opportunities.
 - Responsibility:
 - Vice Presidents and General Managers: to develop and implement appropriate strategies in consultation with the Employment Equity Committee by September, 2009.
- **Objective 5:** On an ongoing basis, continue to encourage an inclusive and welcoming work environment that supports the successful integration and retention of designated group members.
 - Responsibility:
 - President, Vice Presidents, General Managers: to continue to develop specific, practical strategies, e.g.
 - To continue to provide orientation and informal mentoring programs for new employees.
 - To continue to provide resources and opportunities for both formal and informal training on equity principles and issues for all employees on an ongoing basis during the term of the Plan.
 - All employees: to support an inclusive and welcoming work environment.

Goal 3:

To promote employment practices which advance equity and access for all.

- **Objective 1:** To continue to educate and orient managers and supervisors and all employees to the Company's employment equity commitments by publishing the Plan and any initiatives to all employees through posting the information at all stations in September, 2008.
 - Responsibility:
 - President, Vice Presidents, General Managers: to ensure communication occurs and new initiatives are implemented through the term of the Plan.

- General Managers: to support the initiatives required and to facilitate and support the attendance of all supervisory staff through training and goal setting.
- **Objective 2:** To continue to incorporate equity and diversity training as a standard part of supervisory training for all those holding supervisory positions by February, 2009.
- Responsibility:
 - President, Vice Presidents: to establish programs.
 - General Managers: to establish development plans which incorporate these programs.
- **Objective 3:** Continue identifying and implementing objectives and strategies in equity plans to achieve equity and report annually on equity progress and on goals for the coming year.
- Responsibility: Employment Equity Committee and General Managers to whom these report; to annually review results of implementation and to set new objectives; to ensure that equity initiatives are reflected in other planning documents, e.g. business plans.
- **Objective 4:** Ensure there are systems in place for consultation and communication with the Company's employees and community, in particular designated group members in the community regarding the ongoing development of employment equity related policies and procedures.
- Communication with employees and consultation and collaboration with employees' representatives on the preparation, implementation and revision of the Plan is required under the *Employment Equity Act* and will occur on an ongoing basis and annual reports will be posted at all Company stations.
 - In view of the fact that the implementation of this Plan will be enhanced by the participation of designated groups themselves, information should be disseminated as widely as possible to raise awareness of employment opportunities with the Company in the community.
 - Responsibility:
 - President, Vice Presidents: to continue to participate in consultation and communication and to promote consultation and communication at the quarterly meetings of management.

- Vice-Presidents, General Managers: to determine at what point during the development of goals and objectives consultation and collaboration with employee groups and designated groups takes place.

The Plan will be in effect for 3 years. Each year, the Vice Presidents, General Managers and Employment Equity Committee will work with the President's office to prepare and disseminate an annual report on progress. At any point during the term of the Plan and particularly at the mid-term point in February, 2010, the President shall convene a meeting of the Vice Presidents, General Managers and Employment Equity Committee to review what steps can be taken to meet the goals and objectives of the Plan or alternatively, facilitate reaching consensus on amendments to the Plan which amendments shall be consistent with the spirit and intent of employment equity.

SCHEDULE B NON-DISCRIMINATION AND DUTY TO ACCOMMODATE POLICY

EFFECTIVE DATE: December, 2008

RESPONSIBILITY: President

- Statement
- Application
- Person responsible for interpretation and application
- References
- Guidelines and Interpretation
- Procedures
- Return to Work After Illness or Injury
- Job Restructuring
- Undue Hardship

STATEMENT

The JPBG (“JPBG”) is committed to provide an inclusive workplace environment free of discrimination. In support of this, the JPBG accepts responsibility to ensure that its policies, practices, work arrangements and facilities do not have unlawful discriminatory effects on individuals or groups protected under the *Human Rights Act*, or identified as a designated group under the *Employment Equity Act* (women, Aboriginal Peoples, persons with disabilities, and visible minorities).

The JPBG will take reasonable appropriate measures legally required to provide accommodation to its employees and applicants. The JPBG will respond in a timely, confidential and sensitive manner to requests for accommodations.

APPLICATION

The policy applies to all the JPBG employees as well as candidates participating in the staffing process. An alternate format of the policy, including large print and electronic format is available on request.

PERSON RESPONSIBLE FOR INTERPRETATION AND APPLICATION

All questions pertaining to the interpretation or application of this policy should be referred to the President.

REFERENCES

- *Canadian Human Rights Act*
- *Employment Equity Act*

GUIDELINES AND INTERPRETATION

As noted in the *Canadian Human Rights Act*, it is a discriminatory practice, directly or indirectly,

- A. To refuse to employ or continue to employ any individual on a prohibited ground of discrimination; or
- B. In the course of employment, to differentiate adversely in relation to an employee on a prohibited ground of discrimination.

Such practices are not discriminatory if they relate to the necessary, essential and legitimate job requirements of the position in question and the accommodation of the needs of an employee would impose undue hardship on the JPBG.

Employees and applicants are responsible for requesting accommodation when required, including identifying, where possible, types of reasonable accommodation.

Successful accommodation imposes responsibilities on the JPBG, its employees and the Unions who represent these employees. Any accommodation will be based on consultations with the employee or applicant concerned, his/her supervisor, a designated union representative and outside specialists, as appropriate.

Accommodation is often associated with the removal of physical barriers or the provision of technical devices. But accommodation is not restricted to people with disabilities. Accommodation may also be legally required on the basis some other ground under human rights legislation.

In considering whether a possible accommodation would impose undue hardship on the JPBG, health, safety and cost shall be taken into account.

The specific rights and obligations of those involved in the accommodation process are outlined herein.

PROCEDURES

1. The JPBG will ensure that a copy of the policy and procedures is permanently posted at each of its operations. On request, it will be made available in alternate format, including large print and electronic format.
2. An employee may request accommodation by writing to his/her immediate supervisor, identifying what type of accommodation is required. The JPBG will require documentation from the employee to verify the need for accommodation. On receiving the request and ensuring its validity, the Supervisor will work with the employee to identify options appropriate to that employee.
3. Supervisors and managers may initiate the procedure where they are aware that an employee or applicant who is a member of an identified group has (or is likely to have) a need for accommodation due to this characteristic and is prevented by reason of the characteristic from requesting the accommodation. The procedure, in this event, will only continue with the consent of the employee or applicant.
4. A candidate who requires accommodation in relation to a selection process, should inform the hiring manager what type of accommodation is required. The JPBG may require documentation from the candidate to verify the need for accommodation. On receiving the

request, the hiring manager will work with the candidate to find the most appropriate means of accommodation so as to ensure the candidate can participate in the selection process as fully as possible.

5. Where the request involves issues outside the expertise of the JPBG, specialist advice will be sought, with the employee or applicant's consent.
6. If the department budget is unable to address the cost to accommodate, funding assistance should be requested through the normal component channels.
7. The accommodation option put into place will be reviewed periodically by the JPBG to evaluate its ongoing necessity and appropriateness (this must be supported by medical evidence in the case of disability).

Return to Work After Illness or Injury

If the employee seeking accommodation is returning to work after illness or injury, he/she bears the responsibility of providing sufficient medical information to establish fitness to work and/or the necessity and nature of the accommodation requested. Such information will be treated confidentially.

If the JPBG has legitimate concerns about the medical evidence presented by the employee, it is entitled to further medical information, on how best to accommodate the limitations, rather than the condition itself.

The JPBG is responsible for and can conduct its own independent assessment of an employee's accommodation requirements and capacity to resume work.

Only after sufficient medical information has been provided should the JPBG initiate the process of identifying appropriate measures of accommodation.

Job Restructuring

The JPBG management will follow a four-step process in order to identify whether accommodation is necessary and the appropriate nature of that accommodation:

1. Determine if the employee can perform his/her existing job without modifications;
2. If the employee cannot do so then it is necessary to determine if he/she can perform the essential functions of his/her existing job, with appropriate accommodation;
3. If the employee cannot, then determine if he/she can perform another available and existing job in its existing form; and
4. If the employee cannot, then determine if he/she can perform the essential functions of another existing and available job with appropriate accommodation.

In the case of disability, medical evidence must be presented to establish the nature of the accommodation required.

Undue Hardship

Accommodation options will only be considered up to the point of undue hardship on the JPBG. Health, cost and safety should be key elements in that analysis.

A non-exhaustive list of factors to be considered in assessing undue hardship include, but are not limited to the following:

- a) Financial cost;
- b) The health and safety of the employee requesting accommodation, as well as co-workers and the public;
- c) Disruption of any collective agreement;
- d) The inter-changeability of the workforce and workplace facilities; and
- e) Significant impact on the morale of other employees.

Appeal

Where an employee or an applicant believes that his/her request for accommodation has not been handled in accordance with this policy or the accompanying procedure, that employee or applicant has a right of appeal.

An employee may request a review of the decision by submitting a request for reconsideration to the General Manager of the station the employee works at.

If following the review of the original decision, the applicant still not satisfied with a rejection of the requested accommodation, he/she may also ask that the matter be referred to the President.

SCHEDULE C
LETTER FROM SONY BMG MUSIC (CANADA) INC.

Please see attached.

SONY BMG

SONY BMG MUSIC (CANADA) INC.

150 Ferrand Drive Suite 300, Toronto, Ontario, M3C 3E5, 416 589 3500, www.sonybmg.ca

Rick Arnish
President
Jim Pattison Broadcast Group

Dear Rick;

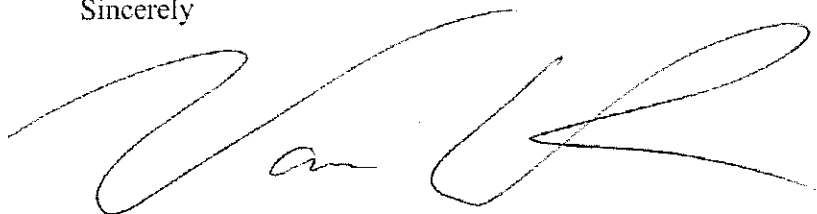
On behalf of SONY BMG Music (Canada) Inc I would like to thank The Jim Pattison Broadcast Group for their overwhelming support in launching Crystal Shawanda's debut CD release "Dawn Of A New Day". Your companies support of this new Canadian First Nations artist was a key and critical component to its success.

The contributions this past June and July of the six Jim Pattison Broadcast Group country music format stations (CJJR-FM Vancouver, CKOV-FM Kelowna, CHLB-FM Lethbridge, CHAT-FM Medicine Hat, CJXX-FM Grande Prairie and CHBZ-FM/CFBZ-FM Cranbrook/Fernie) of approximately \$134, 200.00 in airtime through free advertising campaigns, promotions, contesting, website presence and special live events was an essential element to bringing Crystal to market.

In addition, The Jim Pattison Outdoor Group's \$92,700.00 contribution of free transit shelter was a critical marketing avenue for the launch of this release.

I would like to thank The Jim Pattison Broadcast Group for your initiatives totaling \$226,900.00 in support of the development Crystal Shawanda, of one of Canada's newest talents.

Sincerely



Warren Copnick
SONY BMG Music (Canada) Inc
Director, National Promotion Radio / Video

Cc: Gord Eno - CJJR FM