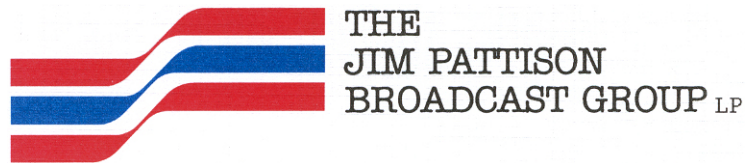


**REPORT ON CRTC BROADCASTING PUBLIC NOTICE
CRTC 2007-122 BEST PRACTICES FOR DIVERSITY
IN PRIVATE RADIO**

**REPORT ON SUPPORT OF CULTURAL
DIVERSITY DURING 2015**

JANUARY 2016



REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2015

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1. OPENING COMMENTS ON JPBG CULTURAL DIVERSITY REPORT 2015

We are pleased to provide our report on Cultural Diversity initiatives undertaken by Jim Pattison Broadcast Group (JPBG) in 2015. As in prior years, this introduction reviews our high level general strategies on cultural diversity.

As the Commission is aware, our Group is located and operates in western Canada including providing service in Vancouver, Edmonton and Calgary, three of the most ethnically and culturally diverse cities in the world. We take pride in our longstanding support for cultural diversity in both cities. For example, in Vancouver we have provided contract access to our SCMO on CJJR-FM Vancouver to a South Asian service, Rhim-Jhim radio for the past 26 years. We continue with that partnership today, and as will be revealed by this report, it demonstrates the approach to diversity that we carry and maintain throughout our station group. We operate in 24 communities in British Columbia, Alberta, Saskatchewan and Manitoba, and have made the support of cultural diversity a key component of our business.

JPBG continues to work diligently and with a focus to achieve our goals and objectives under the Employment Equity Act and diversity. JPBG knows the importance of ensuring that the stations we operate and the teams we employ are truly successful for many reasons, including having a workforce that is diversified and works together as a team. With our commitment to Total Team Involvement (TTI) and our focus on Employment Equity, we have been able to create an environment of workforce inclusion to the betterment of our team and company. We subscribe to the fact that a more diverse workforce is a more engaged one, while fostering a culture of inclusion and understanding amongst our employees.

JPBG is proud of our current and past record of ensuring the representation of the four designated groups in on-air positions is at the forefront of our hiring practices. Hiring policies and procedures are in place to ensure representation of the four designated groups. We encourage members of the four designated groups to apply for jobs by ensuring that all of our postings contain the statement, *“As part of the Jim Pattison Broadcast Group’s Employment Equity Policy we encourage women, Aboriginal peoples, persons with disabilities and members of visible minorities to identify themselves as this may be to their advantage in helping us correct under-representation of those groups in our company.”*

In 2015 we continued our new guideline of having all employees complete a Self Identification Form in addition to supplying a resume and any other information. The form contains a section that will allow the job applicant to self-identify as a member of one or more of the above designated groups. Our hope is this will encourage prospective job candidates to be upfront with recognizing and identifying any barriers they may face regarding their employment. Further details of our initiatives with respect to hiring are set out later in this report.

In 2015 the Jim Pattison Broadcast Group hired 99 people. Of that number,

- 72 were members of designated groups (73.0%)
- 54 were women (55%)
- 5 were aboriginal (3%)
- 5 were members of visible minorities (5%)
- 8 were persons with disabilities (8%)

Our employment equity status is analyzed after each operating quarter. Quarterly updates regarding new hires, station equity initiatives, news stories aired regarding equity issues, public

service campaigns and contacts made with equity groups are reported to our JPBG Employment Equity Committee for review. The JPBG Employment Equity Committee is comprised of volunteers from within our organization that represent one or more of the four designated Employment Equity Groups.

JPBG continues to recognize the diversity of Canadian society and commits to reflect that in our workforce either “on air” or “behind the scenes”. JPBG endorses the Canadian Association of Broadcasters’ Best Practices for Diversity in Radio. As a broadcast group with radio and television stations located in small markets throughout Alberta, British Columbia, Saskatchewan and Manitoba, except for our ten larger market stations in Vancouver, Victoria, Calgary, Edmonton and Winnipeg, we continue to employ very loyal, long-term employees.

The Commission should be made aware that in small and medium radio markets it is extremely difficult to hire well trained personnel that reflect ethno-cultural minorities and Aboriginal peoples. JPBG works closely with broadcast training institutes such as BCIT, SAIT and NAIT to offer practicum positions in our stations so that graduating students from these programs get exposure to the broadcasting business near the end of their course of study. But, we continue to have a major challenge. If the training institutes are not receiving applications for enrollment from the designated groups, how is the industry supposed to fill positions with someone from these groups? This is a challenge the broadcast industry and training institutes must work together on to overcome. Our group continues to work to meet this challenge through the provision of scholarships to try and encourage students from designated groups to obtain the necessary skills and education to be able to enter the broadcasting workplace. Details of our specific initiatives in this regard are detailed later in this report.

JPBG has also initiated several strategies and mechanisms aimed at attracting and recruiting a diverse employee base. We continue to expand 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.

We also have 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. Each of our quarterly general managers meetings has as an agenda item the assessment of the effectiveness of our policies and initiatives in furthering diversity objectives.

JPBG is committed to providing the very best in radio and television programming in a very competitive environment with a team of broadcasters from all walks of life. We assure the Commission that we will continue to strive to meet the best practices for diversity in radio now and in the future.

Turning to the format of this report, we have modelled it in a manner that coincides with the document produced by the Canadian Association of Broadcasters and the Commission focussing on describing how our actions are consistent with the Best Practices for Diversity. This report will show that we have been consistent with the efforts detailed in our January 2015 report. We have continued most of initiatives identified last year and have added others in 2015.

2. CORPORATE ACCOUNTABILITY

We understand the importance of leadership involvement in ensuring accountability to meeting diversity commitments. We monitor and report on diversity initiatives on an annual basis.

Our senior executive is responsible, at the corporate level, for establishing diversity goals and measuring progress on those goals. The Chairman of the JPBG, Mr. Rick Arnish and President of the JPBG, Mr. Rod Schween were in charge of development, implementation and evaluation of diversity practices and initiatives within our corporate group in 2015.

As for staff accountability and involvement in cultural diversity planning and implementation, we confirm that 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. It is simply good business to be reflective of our community. Our General Managers and senior executives meet quarterly through the year to discuss employment equity and diversity initiatives that are successful within our various operations. The sharing of ideas and successful initiatives results in increased opportunity to achieve our diversity objective.

We ensure staff awareness and involvement by posting our Company “Employment Equity Policy” and our “Non-Discrimination and Duty to Accommodate Policy” in all of our station locations in British Columbia, Alberta, Saskatchewan and Manitoba. 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 at their stations 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 and all General Managers are provided with copies of the Commission’s relevant decisions. We continue to look for opportunities within our communities and elsewhere for training in diversity areas. We also ensure that our employees who volunteer their time on our employment equity committee are representative of the designated groups.

The systems we have implemented to ensure we make progress on achieving diversity goals continue to be the following: The JPBG posts its annual employment equity narrative report for all employees and discusses employment equity and diversity objectives with all of our 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, sets out 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 also 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 a key assessment tool for meeting diversity objectives in employment.

As will be set out later in this report, we also require all stations to monitor and report on specific diversity initiatives and station General Managers are directly accountable to the President of the JPBG ensuring that best practices are pursued. The details which follow in this report demonstrate those efforts in 2015.

3. RECRUITMENT AND HIRING

We are pleased to provide the following report on our recruitment, hiring and retentions progress and initiatives over the course of the past year.

All openings are posted within each division of JPBG as our policy is clearly to try and promote internally from the four designated groups for on-air positions. If the opening is not filled internally, then it is posted on industry related sites such as Broadcast Dialogue, Milkman Unlimited, as well as internet recruitment sites like Job Shop.ca and Craigslist.

The Jim Pattison Broadcast Group worked diligently in 2015 to continue an internal Employment Equity Job Posting Database. When one of the divisions has a job posting approved, it is circulated to head office to distribute to key EE organizations in that specific division's region and province. JPBG will continue to identify local organizations and keep this master database updated as our goal is to expose these job opportunities to as many designated groups as possible. It is still up to the prospective candidate to have the proper skills, education and desire to apply, but by exposing job opportunities to these organizations it can also help increase interest for young people and members of the designated groups to consider careers in broadcasting, and also educate them on what skills and knowledge it will take for them to be successful in this industry.

JPBG also works with various First Nations organizations such as Metis Associations, Saamis Aboriginal Employment, the Miywasin Society Native Employment Centers, as well as community resource societies like Diversecity and Accessworks to seek applicants for on-air positions. It is extremely difficult to find people with those backgrounds who have training in our industry, and we have been working to try and influence these groups to advise students that these opportunities exist. JPBG staff are available to talk to students directly as well.

We also continue to work with broadcast communication institutes such as BCIT, SAIT and NAIT to provide practicums or internships for broadcast students seeking employment in the industry. Some of our finest hires have been through this process.

The hiring process for every new hire is reviewed including the number of applicants, how many were interviewed, how many were thought to fall within one of the designated groups and if the

successful candidate fell within one of the designated groups. These new hire reports are also sent to the EE Committee for review.

In addition to these specific examples, JPBG continues to implement our general policy, aimed at ensuring that diversity policies and goals are implemented throughout the company:

JPBG 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.

BRITISH COLUMBIA

VANCOUVER, BRITISH COLUMBIA (CKPK-FM AND CJJR-FM)

From the perspective of personnel change, the Vancouver Division of the Pattison Broadcast Group had a relatively quiet year of change in 2015. A total of 4 new hires joined the team during the course of the year.

Of the 4 New Hires in 2015, we are pleased to confirm that one person is a visible minority and 3 were women.

As of December 31, 2015, the Vancouver Division employed 44 full and part-time employees.

This included the following breakdown:

<u>Visible Minorities</u>	<u>Person w/ Disabilities</u>	<u>Aboriginals</u>
9 (20%)	5 (11%)	1 (2%)

PRINCE GEORGE, BRITISH COLUMBIA (CKKN-FM, CKDV-FM AND CKPG-TV)

Our Prince George Division continues to add new staff from the designated groups. In 2015 we hired eleven full and part time staff. Of those eleven, five were female, one was a visible minority and one was designated with a disability.

KAMLOOPS, BRITISH COLUMBIA (CIFM-FM, CKBZ-FM AND CFJC-TV)

A female TV Account Manager was replaced with a male hire though 2 females were interviewed, including one also identifying as a visible minority.

One of our other successful hires this year was Austin Goode. Austin Goode first did a Television practicum for close to a month. Austin came to us from BCIT and is of First Nations descent, thus a member of one of the four recognized groups. He did well for us and came back in July for some casual part-time work. Austin did particularly well in sports, probably because of his background playing for the Kamloops Storm in the Kootenay International Hockey League and the Merritt Centennials of the B.C. Hockey League during his teenage years. When a job opportunity became available, he was later hired to work as a Newsperson/TV Operator part-time. After receiving a total of 8 applications, we interviewed 1 woman, 1 aboriginal/First Nations (Austin) and 1 visible minority.

ALBERTA

MEDICINE HAT, ALBERTA (CHAT-FM, CFMY-FM AND CHAT-TV)

JDBG in Medicine Hat is proud of its tradition of inclusiveness and the important part that people of many different cultures contribute to our community and our station. This year, we were pleased to hire Betsy Morales as a part-timer in our Master Control area. Betsy self-identifies as a member of a Visible Minority. Though she was hired as a Master Control Operator, she has shown skills in videography and still photography, and this is what she is spending most of her time on.

Many existing employees with a variety of cultural backgrounds continue to be an important part of our team. Leah Murray, a woman who identifies herself as aboriginal, was the winner of the JDBG 2012 Alberta Equity Scholarship. After doing a practicum and temporary paid work with us in 2013, Leah was hired full-time into our newsroom as a reporter and has become a key part of our team, which has won recognition as the “Best Small Market Newscast in Canada” from the RTDNA for two years in a row. Mike Lecorps, a member of a Visible Minority whose family history traces back to Haiti, is an important member of our Engineering team, shooting and editing video of local news events. An employee since 2007, Mike’s pay has been upgraded to ensure the retention of this high-quality team member. Pat Aaker is a long-term employee who contributes to our management team as Traffic Manager. An employee since 2004, Pat self-identifies as Aboriginal and Métis

A number of employees moved on in their careers and lives after contributing to our operation. Valene Olsen, half of Medicine Hat’s top-ranked morning team and of aboriginal descent, had a big year. She was named a “Personal Achiever” by the Jim Pattison Group, and then left our station to run in the Alberta provincial election. Xen-Hsian (Sherman) Cheng, a member of Visible Minority, worked in our TV Master Control and Production area. He left in the spring to work for our sister station in Prince George.

CALGARY, ALBERTA (CHPK-FM AND CKCE-FM)

A number of our key employees identify as Visible Minorities at our Calgary stations including their morning Co- host Michelle Yi, and Vanessa Dixon who started as a street team member and has worked up to a Full time Creative writer. Christy Hennessy was promoted from our Grand Prairie stations to more senior role in promotions in Calgary.

EDMONTON, ALBERTA (CKNO-FM AND CIUP-FM)

Among our full-time staff, 3 of the 6 management positions are filled by women and 1 of those 6 by a visible minority.

4 staff who are either visible minorities or aboriginal have on-air duties.

4. RETENTION

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 key employment policies referenced below ensure that retention is not a large issue for the JPBG:

- JPBG has an anti-harassment and bullying policy covering inappropriate verbal attacks that can be considered as harassment or bullying (ie. sexual, racial, and personal comments). The policy states the company's commitment to providing a harassment-free and bullying-free workplace, gives definitions and examples of harassment and bullying. The policy also describes the complaint procedure and appeal mechanism. It is required for the Policy to be posted in each business unit. In 2015 additional language to reinforce our bullying and harassment policy was added and major changes include: how bullying and harassment also can happen at off-site work functions (ie. social events, business travel, conferences). New examples of harassing behaviour could also be someone's ancestry, political belief, marital status and family status. Also, when we talk about "sex" discrimination, we added that this also includes discrimination because of pregnancy and gender identity. It was important for the company to emphasize additional examples to reinforce how harassment and bullying behaviour due to racism is not tolerated at the Jim Pattison Broadcast Group.
- 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 programs. The Policy also includes language regarding special accommodation for team members with a disability taking leaves, and encouragement for team members planning on taking maternity, parental or adoption leaves to communicate with their managers on their future career path desires.

In 2015, the Jim Pattison Broadcast Group acquired new stations in Edmonton, Prince Albert, North Battleford, Meadow Lake and Grande Prairie. Our senior executives in charge of Employment Equity initiatives reviewed the Management Policy Binder which each of them and emphasized important policies related to code of conduct, accommodation, diversity and employment equity that is detailed in the binder.

It is the objective of our Employment Equity Committee and our Employment Equity Plan adopted into policy in 2008, renewed in 2011 and further updated in 2013 to contribute to meeting this diversity best practices objective. The Employment Equity Plan and the Non-Discrimination and Duty to Accommodate Policy are 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 and stay with the

JPBG. Our commitment to employment equity and diversity help us not only to recruit new employees but to retain our existing employees.

JPBG enjoys being able to retain employees who know their work, are loyal to the company and take pride in what they do. The investment we make in these employees to accommodate their needs provides a huge payoff for both the company and the employee. The company is able to retain someone who has the experience and expertise to contribute valuable knowledge to the operation, and the employee has the job satisfaction gained from that valuable contribution. The Jim Pattison Broadcast Group takes pride in its record of achievement in this regard. There is little we can do to force people of diverse cultural backgrounds or from the four recognized groups to join the company, but what we can do, and are doing, is providing information to potential applicants about what the company can offer. However, when we do attract someone we strive to provide the nurturing necessary to allow them to grow within our operation.

Describe how you ensure that your programs reflect and include aboriginal people, people with disabilities, and visible minorities. News and information programming

The JPBG and its individual stations ensure they reflect and portray diversity in its news coverage and information programming and the mechanisms discussed above and the preparation of this annual report assist in assessing progress on diversity goals.

In terms of ensuring diversity in news coverage, all of our newsrooms are members of the RTDNA and adhere to the RTDNA policy statement “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. For example, in Vancouver where we operate The Peak FM, even on this primarily music intensive station we actively pursue stories with local reflection which reflect the ethnic communities of Vancouver, including the hiring of on-air hosts from the South Asian and Chinese communities.

As mentioned in our opening comments, we are extremely proud of the long-standing 26 year relationship our Vancouver FM station CJJR-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 Greater Vancouver. That partnership provided the experience and the support to our SCMO partner Shushma Datt, the sole proprietor of IT Productions LTD. to pursue and obtain her own stand alone licence on AM in Vancouver RJ1200. This foresight and commitment to the ethnic broadcast community is something we are very proud of. This commitment to diversity in radio by a conventional broadcaster is something that was not common 26 years ago.

In terms of ensuring diversity in the experts and commentators used for news stories and ensuring that they do not only comment on issues specific to their cultural backgrounds as indicated, the JPBG does not have news intensive radio 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 and ensure their comments are not simply limited to topics pertaining to their own ethnicity. This is demonstrated in a number of the story examples listed later in this report.

While our Group has a variety of music formats in a variety of market sizes, all of our General Managers work to ensure that their stations are reflective of their individual communities and undertake significant outreach efforts to build relationships with the diverse cultural communities in which they operate. Examples of internal policies which set the basis for this approach to programming, as well as other initiatives which contribute to this environment are set out later in this document in our “Outreach” initiatives.

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 JPBG, we have been working towards creating a common corporate culture which strives to meet the policy objectives of employment and diversity in broadcasting within our radio stations. We continued to make progress in this regard in 2015.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

The Jim Pattison Broadcast Group has always taken special pride in giving young aspiring broadcasters the opportunity to be a part of our operation as interns, and in some cases, eventually full-time employees. We have an ongoing relationship with all broadcasting schools in Western Canada, and in several Ontario locations as well. Over the years, many of our employees have come to us from BCIT in Vancouver, NAIT in Edmonton, SAIT and Mount Royal in Calgary, and Ryerson in Toronto.

Mentoring is a critical part of the experience at the Jim Pattison Broadcast Group. With a very senior staff, we are able to provide strong mentorship to young employees just starting out. Having young employees working in this kind of atmosphere gives them experiences they may not often get even in a larger market where there are few strong relationships developed between employees other than on a social level. Our team prides itself on working together to benefit each other. Many of our younger employees have gone on to careers in larger markets, thanks to the mentorship they have received at the Jim Pattison Broadcast Group.

JPBG is most proud to continue the scholarships we instituted in Alberta and British Columbia. For example, our Alberta stations continue to support our JPBG Alberta Equity Scholarship, now called the Prairie Equity Scholarship. The Scholarship was instituted in 2009 to address the shortage of Alberta broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. We were pleased in 2015 to expand this scholarship across the Prairies as our company’s expanded into Manitoba and Saskatchewan. This has given the Jim Pattison Broadcast Group the opportunity to now award 2 scholarships of \$2,000 each to worthy students representing the four designed groups who have aspirations in the field of broadcasting.

A student from SAIT Polytechnic in Calgary and another from Red River College in Winnipeg are the 2015 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarship. Sharen Sandhu is a second year student in the Broadcast News Diploma program at SAIT. With her experience dealing with discrimination both as a woman and a member of a visible minority, Sharen has a strong desire to make a difference. Bailey Hildebrand is in the second year of the Creative Communications program at Red River College in Winnipeg. She’s also a broadcast veteran, starting on-air while still in high school in Winkler, Manitoba. She is described as being

at the top of her class, with a definite “reporter mind-set” and as a very caring person. She also has a podcast on iTunes called Be Plus, which deals with body image. Bailey feels strongly about discrimination after seeing it in the industry as an insider and outsider. The scholarship initiative is supported by the JPBG stations in Calgary, Drayton Valley, Rocky Mountain House, Lethbridge, Grande Prairie, Medicine Hat, Red Deer, Edmonton, Prince Albert, North Battleford, Meadow Lake and Winnipeg.

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.

The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in broadcasting, the industry will access an untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

In 2015 we updated a promotional video regarding different careers in broadcasting. The video showcased information on our company and values, and as well spoke about the different opportunities in the broadcasting field. This video is an excellent tool to show to high school students and at different career fairs and is shared with all of our stations in Western Canada.

BRITISH COLUMBIA

VICTORIA, BRITISH COLUMBIA (CKKQ-FM AND CJZN-FM)

On average, our Victoria Division accepts four interns per year from BCIT/SAIT/NAIT that enables young aspiring broadcasters to have a look at the professional side of radio.

VANCOUVER, BRITISH COLUMBIA (CKPK-FM AND CJJR-FM)

Every year the Department Heads of the Vancouver Division work with the students and faculty of the Broadcast Program at BCIT, and welcome at least one of their graduating students to perform their practicum in our stations. This year, we hosted two students from BCIT in rather unique situations.

Reanne O’Hagan did her practicum by working behind the scenes mainly working in promotions for both JRfm and The PEAK. She then was hired for a contracted position as receptionist.

The second intern, Erin MacKinnon, did her practicum mainly with The PEAK promotions department working behind the scenes. Her work during her practicum helped her secure a summer relief position as Promotions Events Co-ordinator for JRfm and The PEAK.

CRANBROOK, BRITISH COLUMBIA (CHDR-FM AND CHBZ-FM)

Our Cranbrook Division gained Elizabeth Macdonald for a casual news internship, which ran from June to October. Elizabeth was one of the people that originally applied for our vacant

News Anchor/Reporter position. Elizabeth is from Invermere, BC and graduated from Fanshawe College out of London, Ontario. She had expressed an interest in gaining some additional experience in our newsroom, to help her in applying for future News positions. Elizabeth was even involved in our coverage of the 2015 Federal Election.

VERNON, BRITISH COLUMBIA (CKIZ-FM)

The KISS-FM events crew continues to be an excellent training ground for young people, and currently consists of 7 permanent part-time female employees. This year, there was one internal promotion to Promotions Assistant and two new hires including a *self-identified* visible minority (50% Venezuelan.)

KAMLOOPS, BRITISH COLUMBIA (CIFM-FM, CKBZ-FM AND CFJC-TV)

The Kamloops Division's Chief Engineer went to SAIT in Calgary and spoke to 2 groups of Engineering classes about career opportunities in broadcasting and about working at the Jim Pattison Broadcast Group. He received a good response from the students and it was a great opportunity for the students to hear firsthand about the values and opportunities at our company. It was a mixed group he presented to of females, males and visible minorities.

They had two interns at the stations in April and May in the radio department. Alex Cliché was interning for CIFM station and Katie Murray for B100 station. Accommodations were made for the female intern, Katie Murray, who had childhood epilepsy and does not have a driver's license because of it. Her intern position was as community cruiser, which normally requires the person to drive, however, a driver was provided for all events. Following her successful internship, our sister station in Cranbrook was able to hire her for an open position. In June, Olivia Donaldson, a first year student from Mount Royal University, spent two days job shadowing our TV News teams. She may be back for a practicum next year, depending on her progress.

The Kamloops Division continued to foster relations with contacts in the Journalism schools to point out the station's need for people of First Nations and Visible Minorities descent, as well as those with disabilities. With a new online portal launched in 2015, building connections with other areas of schooling has become important and given another opportunity for the station to reach out to the four designated groups.

PRINCE GEORGE, BRITISH COLUMBIA (CKKN-FM, CKDV-FM AND CKPG-TV)

Our Prince George Division continues to host individuals who express an interest in radio, television and digital media. They team up with local organizations, from Employment Service agencies, to Mental Health programs. One particular individual who spent time with the division is confined to a wheelchair. He has a keen interest in radio broadcasting. In addition we toured a group to Shecana students from countries including Mexico, South Korea, Ecuador, China, and Japan. We hosted an individual who suffers from Mental Health issues. This individual spent time with one of our video editors. He expressed interest in pursuing this career path.

Through the School District 57 Work Experience program CKKN-FM, CKDV-FM and CKPG TV hosted high school students at our stations. These students had hands on experience through their time here. This program is designed to give each student at least 30 hours of real work experience.

Through partnerships with BCIT and other educational facilities in Canada the Prince George stations host intern students for several weeks each year. These students immerse themselves in the radio and television production side of things. The stations have had a very good success rate of hiring these students after their time with the station.

The 2015 Canada Winter Games (Prince George February 13 – March 1, 2015) enabled us to connect with young people from across the country. Several athletes from around Canada were given tours of our stations. Many also went on air with our radio personalities to describe their journey and experiences.

Not only do we open our doors to individuals, we also attend community functions and offer our expertise:

- ▲ Television Production Manager, Brenda Clotildes and CKPG Sports Anchor Rich Abney attended a Job Fair at Ecole Franco-Nord
- ▲ Television Sales Representative, Kim Brown mentored a female First Nations person on how to market her start up business
- ▲ Regional Manager of Information Technology/Engineering, James Belton spoke to first and second year SAIT Broadcast Engineering students about career advancements in our operations
- ▲ CKPG Sports Anchor, Rich Abney hosted the UNBC Legacy Breakfast featuring Canadian Sports superstar Hayley Wickenheiser.

Accommodation:

- ▲ Quizme is an annual local television kid's quiz program (15 episodes) that is produced through CKPG Television. One of our QuizMe participants this year had a hearing impairment. We made special arrangements to accommodate his disability.

ALBERTA

LETHBRIDGE, ALBERTA (CHLB-FM AND CJBZ-FM)

Through CTD Commitments, our Lethbridge Division provided scholarships to Lethbridge College, WR Meyers High School in Taber, LCI High School and Winston Churchill Secondary Schools in Lethbridge.

Through the months of January through April they hosted a couple of students from Lethbridge College. Logan Schenk logged his weeks in Creative, Production and the Promotion Department. They were so impressed with Logan, his work and attitude, that they hired him to run their Subway street team in the summer months. Kyle Kezema joined the division to log his hours with the Creative & Production teams. In the News Department they hosted Cole Smith, a second year journalism/digital student.

Kyrah Griffith completed the "Office and Accounting Essentials" program through Team-works Training. Kyrah spent a day job shadowing our operation wanting to know more about the day to day operations of Radio. While spending time with our administration and traffic team, her passion is in the Creative field, so she spent part of her day with the Creative team as well. Once again, they had a few groups from the local high schools spend about 6 hours each, job shadowing announcers in 2015. Students were from Raymond, Cardston, Coaldale, Nobleford and Lethbridge.

CALGARY, ALBERTA (CKCE-FM AND CHPK-FM)

The Calgary General Manager sits on the Broadcasting Advisory Board at SAIT which allows for interaction and recruitment of students from the Radio/Television programs. Their Social Media Director, Carlos Cuevas is of Mexican decent and is a former Mount Royal University Graduate of the Broadcasting Program. He was invited as a past graduate to speak about opportunities in Broadcasting.

MEDICINE HAT, ALBERTA (CHAT-FM, CFMY-FM AND CHAT-TV)

Every year, General Manager Dave Sherwood holds Employee Orientation sessions for new employees. This year, eleven new team members went through the two-hour session, which includes an in-depth look at the company's Employment Equity process and Harassment Policy. The company's support for cultural diversity is made clear during these reviews.

We continue to support Traffic Manager Pat Aaker. Pat, a member of our city's Métis community, is a member of the Board of Directors at the Saamis Aboriginal Employment and Training Association. This association works to assist Aboriginal people in our area achieve employment self-sufficiency. The association provides job placement, counseling, and training—among other things.

SASKATCHEWAN

PRINCE ALBERT, SASKATCHEWAN (CKBI, CJHD-FM AND CHQX-FM)

NORTH BATTLEFORD, SASKATCHEWAN (CJCQ-FM, CJHD-FM AND CJNB)

Our newsroom in Prince Albert provides paid internships several times a year for students attending the journalism program at the University of Regina. The majority of interns are women. We also encourage practicums from broadcast schools in western Canada.

MANITOBA

WINNIPEG, MANITOBA (CHIQ-FM AND CFQX-FM)

Throughout 2015 QX104 & FAB 94.3 welcomed the opportunity for students to work with their division in various capacities to gain knowledge of the radio broadcasting industry.

Trevin Thomas, a student from Red River College, stayed with the stations for the month of April 2015. During that time, he worked as a Writer in our Creative department and then moved into the production studios to learn how to create commercials.

Matt Harms came to the station from Herzing College from September 8 - 25, 2015, and helped us in a few different departments including Creative, Production, and Promotions. Matt continues to assist Promotions and is now being trained in an on-air capacity to further his desire to become an Announcer.

Jeff Shultz from Red River College worked at the stations from November 30 - December 18, 2015. He contributed primarily to Production and Promotions, but he also had a talent for filming and editing videos which were utilized on the station's Facebook pages.

Station management and team members in Winnipeg, Manitoba play a significant role in the Broadcasters Association of Manitoba (BAM)'s Radio and Television Education Day each year for students interested in a career in broadcasting.

6. COMMUNITY AND INDUSTRY OUTREACH

We recognize at the JPBG that radio and television stations are intensively local services with strong ties to their communities.

In 2015 we continued our commitment to outreach to our respective communities across British Columbia, Alberta, Saskatchewan and Manitoba, and we are pleased to describe some of those initiatives here. The JPBG operates in, for the most part, 24 different, distinct communities in British Columbia, Alberta, Saskatchewan and Manitoba. Staff in each of our locations work to reach out into the community to be informed about issues concerning their representation, reflection and portrayal of diverse communities.

The award-winning stations are entirely invested in their communities, reporting on news and daily happenings of interest to its audiences, along with being totally immersed in the good will of each and every city we operate in. In 2015, the Broadcast Group donated \$21 million in airtime to charity, public service initiatives and local fundraisers. Whether it was the Ronald McDonald House, United Way, MS Bike Tour, YMCA Healthy Kids Day, MADD Canada, World Alzheimer Month, Basics for Babies or Variety, The Children's Charity Radiothon, the group's radio and television stations were in the forefront of numerous charity and event activities, working together for the betterment of their communities.

In order to demonstrate the breadth of the community outreach as well as the commitment to coverage of diversity stories, we asked our General Managers for reports and examples of their contributions to diversity during 2015, which are set out below.

BRITISH COLUMBIA

VICTORIA, BRITISH COLUMBIA (CKKQ-FM AND CJZN-FM)

Our Victoria Division supported the One Wave Festival in September, in support of the Pacific People's Partnership celebrating indigenous arts and culture. One Wave is a Pacific arts and culture festival that celebrates our connections to the Pacific, and inspires action on issues affecting Pacific communities. Our vision is of one wave: one movement coming together to care for our lands, waters and peoples. Bringing together local organizations, artists, and musicians, One Wave features diverse expressions of Pacific culture.

More details on One Wave Festival: A live musical collaboration between a contemporary Aboriginal artist and a touring performer/musician is unique unto itself, then add a full band and you have a one of a kind performance that is about to happen at One Wave Festival Sept 26th at 2pm in Victoria's Centennial square. Traditional songs sung by Francis Dick from her culture, then transformed through Annda Loup's songwriting and music to be complete with a full band.

Other events supported this year:

- Greekfest
- Canada Day Downtown, includes multi-cultural displays.
- we supported the Victoria Chinese Commerce Association's fundraising event held in conjunction with the United Way of Greater Victoria.
- both The Q! and The Zone broadcast live from the Songhees First Nations Wellness Centre for the Dine Around/Stay In Town broadcast.
- We provided on-air support for the Aboriginal Cultural Festival held the weekend of June 19-21.

NANAIMO, BRITISH COLUMBIA (CKWV-FM AND CHWF-FM)

COURTENAY/COMOX/CAMPBELL RIVER, BRITISH COLUMBIA (CKLR-FM)

PARKSVILLE/QUALICUM BEACH, BRITISH COLUMBIA (CHPQ-FM AND CIBH-FM)

PORT ALBERNI, BRITISH COLUMBIA (CJAV-FM)

Cultural events supported:

- Comox Valley Ukrainian Cultural Society
- Comox Valley Anti Bullying Day Events
- Immigrant Welcome Centre Lunar New Year Fundraising Event
- Immigrant Welcome Centre Meaningful media Nights
- K'OMOKS First Nations KidStart Mentoring Program
- Quadra Philippines Connections
- The Miki'siw Metis Association
- I-HOS Gallery YANA Comox Valley

- Nanaimo African Heritage Society – Black History Month & Cultural Days
- Stz'uminus First Nation – Water Festival
- Nanaimo Francophone Festival – Maple Sugar Festival
- Stephen Lewis Foundation – Grandmothers to Grandmothers various fundraisers, including an initiative that helps African grandmothers caring for the millions of children orphaned by AIDS.
- Society of Organized Services – Annual Toy Drive Fundraiser which supports many families in Oceanside including First Nations families.

Relevant news stories:

There won't be a Nanaimo Empire Days Celebration this May long weekend. The Nanaimo Empire Days Celebration Society voted not to either host an event this year, on their own under a new name or as a joint venture with the City and Snuneymuxw First Nation. In January, Council voted to withhold the Society's \$5,250 grant unless the group changed its controversial name.

A huge increase in the number of Aboriginal students in District 68 graduating high school. Last school year, 64% of Aboriginal students up for graduation made it through grade 12, well above the 43% four years earlier. The provincial aboriginal graduation rate is 62%, the highest its ever been according to Education Minister Peter Fassbender.

A notorious residential school in Alert Bay where thousands of aboriginal children say they faced physical and sexual abuse has been demolished. One of the survivors, Chief Robert Joseph says a healing and celebration ceremony was held to for survivors to mark the passing of a dark era. Thousands of aboriginal children attended St. Michael's Residential School between 1930 and 1975.

Robert Pollard will serve another term as chief of the Campbell River Indian Band. Pollard says he's looking forward to another four years in office. Pollard has served as chief since 2005.

Ottawa has announced support for the renovation of a First Nations school in the Port Hardy area. Vancouver Island North MP John Duncan says funding for the project comes from the Economic Action Plan for education infrastructure. Cost and start-up date for the work won't be known until after the project has gone to tender.

Aboriginal Tourism Association of BC has received 1.5-million dollars from Ottawa. Vancouver Island North M-P John Duncan says the money will help the association grow the aboriginal cultural tourism industry. The funding will also help develop market-ready tourism businesses and increase the number of full-time jobs in the sector.

City of Courtenay and the K'omoks First Nation have reached an agreement in principle allowing the city to provide water and sewer services to the band's property on Condensory Road. David Allen, the city's Chief Administrative Officer, says once the agreement is finalized, the K'omoks First Nation will be able to expand the Puntledge RV campground or look at other economic opportunities.

The City of Nanaimo chose Tracy Samra as its interim City Manager. The appointment followed the departure of Ted Swabey. Samra is a senior administrator, lawyer and consultant and

currently lectures at Vancouver Island University. She will fill the role for 6 months, at which point her appointment can be renewed on a monthly basis until a permanent City Manager is chosen. Samra is the first woman and Aboriginal to hold the position of City Manager in Nanaimo.

VANCOUVER, BRITISH COLUMBIA (CKPK-FM AND CJJR-FM)

In 2015, both JRfm and The PEAK continued to build on creating their own events, which they hope will build into significant cultural events of their own in the coming years.

JRfm's "Great Big JRBQ" had its second annual event at the Langley Events Centre on July 1 2015 and attracted about 10,000 people which was up 7,000 from 2014. We moved the date to Canada Day and slightly changed the name to 'Langley Canada Day JRBQ' to incorporate the Township of Langley and Canada Day. Foods, music and entertainment from all types of ethnicities were available as were children's games, entertainment and fun for all ages. This is now becoming a "showcase" for the station and the various ethnic communities.

New Year's Eve of 2015 saw The PEAK team up with the City of Vancouver and Concord Pacific to bring Vancouver its first real New Year's Eve Party! An estimated 80,000 packed Canada Place and Coal Harbour for the first ever free, public New Year's Eve celebration in more than a decade. It was an all-ages community event with free musical entertainment from Peak Performance Project Bands and cultural performers like the Vancouver Okinawa Taiko and Kin Fung Athletic Group on the 102.7 The PEAK Stage, food trucks, sponsor activities, 102.7 The PEAK broadcasted live, and there was a midnight countdown capped off with spectacular fireworks presented by Westpark over Coal Harbour.

Further, both JRfm and The PEAK continue to employ community events reporters through 2015. Both stations employ young broadcasters and street team members, who are responsible for representing the stations and helping to publicize a wide variety of cultural and ethnic events throughout the Greater Vancouver Area. The cross promotion of the cultural and ethnic events generally consists of live or produced PSA announcements, inclusion on PEAK Around Vancouver (PEAK) or Hometown Hotspots (JRfm), plus web site listings and frequent live broadcasts from the actual event.

A partial list of events covered in 2015 include:

- Vancouver Chinatown Festival
- German Christmas Market
- Surrey Fusion Festival
- Scandinavian Midsummer Festival
- Dreams Take Flight
- Chutzpah Festival
- The Vancouver International Film Festival
- Flamen Cubana
- Highland Games
- Festival DuBois
- Rugby Sevens World Tournament

KELOWNA, BRITISH COLUMBIA (CKQQ-FM AND CKLZ-FM)

Power 104 and Q103.1 continue to be involved in events and initiatives that help promote cultural and ethnic diversity. Along with on-air and website attention, their Event Cruiser will often stop by events for cut-ins and social media support.

They also participate in major awareness and fundraising events through public service announcements, live announcer mentions, interviews and on site appearances. The stations also have a designated website page “Culture In The Community” on Power 104 and Q103.1 that encourages organizations to submit event details.

The Events Cruiser attends numerous cultural events throughout the Central Okanagan including:

Multi-Cultural Initiatives 2015

February 2015

- First United Book Sale for El Salvador
- Immigrant Services Fair

March 2015

- Rule Out Racism – Week long series of events put on by the Equity and Inclusion Office of UBC Okanagan focusing on greater literacy and conversation about race and racism within the UBC Community.
- Love In Open For Change – Q103.1 presents this event in downtown Kelowna – a series of displays, readings and healing event was open to all. Q103.1 on location for an event that includes marginalized and homeless people.

April 2015

- Culture Days Workshops – Sncawips Heritage Museum – Both stations promote the movement to encourage awareness, participation and engagement of arts and cultural community. (Canada Wide Celebration) Information ran in a series of Closest to the Community produced promos.

May 2015

- Ki-Low-Na Friendship Society Aboriginal Day Fundraiser
- IWEN Bottle Drive for Nepal Earthquake Relief – Promotion and on-site cut-ins.
- Craft Culture Show

June 2015

- Ki-Low-Na Friendship Society Aboriginal Day Fundraiser

July 2015

- Canada Day – Power and Q103.1 participate in Canada Day festivities in downtown Kelowna. We are Live at the Museum and feature lead-up day-of reports. The Multicultural Folkfest is a big component of the day featuring dance, musical ensembles and foods stations from the different ethnic communities. We encourage listeners to participate in the days free activities.

- Raft of The Medusa – Musical – Power 104 presents a local written and produced Musical that tells the story of an ill-fated raft of French migrants heading to Africa that ultimately drifts off to sea. Several performance span 2 weeks.
- Project Bulenga Fundraiser – Power 104 and Q103.1 support a fundraising initiative of Art Knapps for essential needs of a Ugandan Village.

September 2015

- Rotary Centre of Arts – Awareness of missing and murdered aboriginal women.

November 2015

- Sugar Skull Strut @ RCA
- 5th Annual Bottega Christmas Market in support of Karis Support Society

December 2015

- Winter Wonderland @ Arion Therapeutic Farm

Okanagan Kids Care Fund

Kids Care continues to promote ethnic and cultural diversity with ongoing support and fundraising through our charity. Here are some examples of current fund allocation:

1. Okanagan College – Aboriginal Bursary – Kids Care has a 5 year commitment in place to fund 2 - \$750 Bursaries for aboriginal student to pay for childcare while attending college per year.
2. Bumbershoot Theatre – Kids Care continues to support the School residency programs which allow children who would not otherwise have access to children’s theatre the experience in a low barrier environment. Kids Care subsidizes 4 schools at \$1,500 per school.
3. Reach Out Youth Counselling & Family Services - Kids Care supports and has committed to funding for Reach Out Emergency Counselling Programs to support Children between 12-18 | 10% of those children are Aboriginals.
4. \$6,000 contribution to Canadian Mental Health

KAMLOOPS, BRITISH COLUMBIA (CIFM-FM, CKBZ-FM AND CFJC-TV)

Our Kamloops radio stations helped promote the First Nations Emergency Services Society of BC Safety Expo and Fire Fighter Competition held in Kamloops June 24 - 27th. We provided on air support for their event.

This year we also helped promote the Education & Career Fair on December 9th. This event attracts youth, job seekers and different cultural groups looking to explore different career opportunities and post-secondary institutions in Canada, U.S. and International.

These are just 2 examples of the many relevant events our Kamloops stations support that are relevant to cultural diversity.

News Stories

- Murder trial involving two First Nations youths- Damien Taylor accused of killing 16 year old girlfriend CJ Fowler. Spinoff stories involved marginalized First Nations people
- Costs involved in marginalized, including First Nations, getting access to court and childcare services, especially those in rural areas.
- Local First Nations lay claim to part of the property involved in the proposed KGHM-Ajax copper-gold mine, and the New Afton copper mine near Kamloops.
- New program from Elections Canada involving the opportunity for First Nations to vote more easily in October 19th election
- Celebrating Culture Days in Kamloops- stories about various cultural backgrounds in our city and how various cultures are integrating into our community
- Coverage of Take Back the Night- event celebrating women reclaiming the night after so many have been victimized over the years. March through the city and focus on the plight of women marginalized by the system
- Story on visit to Kamloops by Mrs. Universe, First Nations woman drawing attention to missing and murdered indigenous women.
- International Days at Thompson Rivers University- Celebrating the hundreds of International Students at TRU, how they get along and how they integrate into University life and life in the Community.

CRANBROOK, BRITISH COLUMBIA (CHDR-FM AND CHBZ-FM)

News

The Drive and B104 news team spoke with Kathryn Teneese of the Ktunaxa Nation on numerous topics revolving around the local Indian band. These include the Ktunaxa's stance on the wolf cull debate in BC, the report from the Truth and Reconciliation Commission about Residential Schools, the Liberal government's stance on First Nation Priorities and the ongoing debate and legal battle around Jumbo Glacier Resort. The Jumbo Glacier is considered sacred ground to the Ktunaxa Nation, giving them a vested interest in all decisions around the proposed resort.

The Drive and B104 news team also featured the College of the Rockies on a number of occasions regarding new aboriginal policies and events. This includes the College of the Rockies signing onto the Indigenous Education Protocol for Colleges and Institutes, the hiring of a new Aboriginal Education Coordinator and the hosting of a traditional Pow Wow at the College on September 26th.

Ahead of the 2015 Federal Election, an aboriginal issues debate was held in Cranbrook on Wednesday, September 23rd. The Drive and B104 covered this debate, speaking with organizers leading up to the event. Libertarian candidate Christina Yahn was also featured in our newscasts

leading up to the election, as she announced her candidacy for Kootenay-Columbia and dropped out of the election race one month later.

The Drive and B104 also featured Dr. Christopher Horsethief with the Ktunaxa Nation, the developer of a number of new language mobile apps aimed at building Ktunaxa language usage, and Margaret Teneese with the Ktunaxa Nation Archive, after original documents belonging to Michael Phillipps were donated to the archive. Phillipps was one of the first homesteaders and government officials in the Kootenay region and a significant figure in Ktunaxa Nation history.

Two groups in Cranbrook and Kimberley have been working towards sponsoring families of Syrian refugees in the East Kootenay communities. Meetings of the Kimberley Refugee Resettlement Group and the Cranbrook Hub for Refugees began in November. Work to bring Syrian refugee families into the East Kootenay will continue into 2016.

Community Events (PSA)

In June, the principal at the Ktunaxa Elementary School from the St. Marys Indian band, brought in 6 Ktunaxa students. They voiced a 60 second spot highlighting what the school has to offer and the kids each mentioned why they like going to school there. The point of the spot was to encourage native and non-native students in the area to come by the school and have a look and possibly consider giving it a try. They offer the same curriculum as the public system but add the element of learning and experiencing about the Ktunaxa heritage and culture.

Also, in early December a group of 5 native students came in to voice a traditional Ktunaxa Christmas greeting. We ran the spot at numerous times in the month of December.

In August both The Drive and B104 presented the 2nd Annual Cranbrook Multicultural Festival, we pre promoted the event with a donated ad campaign and both stations did remote location broadcasts on site.

B104 and The Drive ran a series of morning show interviews throughout the year with the Columbia Basin Alliance for Literacy, promoting their English as a second language programs.

In November both stations sponsored the Sweet Soul Burlesque show at Key City Theatre, the show was a fundraiser for the Kootenay Cares for Refugees program.

PRINCE GEORGE, BRITISH COLUMBIA (CKKN-FM, CKDV-FM AND CKPG-TV)

A former local woman and staff member at CKPG-TV starred alongside Leonardo DiCaprio in the film "The Revenant". Grace Dove has First Nations Heritage. She was in Prince George to visit, plus talk about her journey to this point in her career. CKPG News featured Grace in a story in late December 2015.

Party in the Park: In July 2015, The Jim Pattison Broadcast Group teamed up with Save On Foods and Canfor to host a city wide party to celebrate Prince George's 100th Birthday. This event was totally free of charge to the public. About forty five hundred residents packed a local park for free food, activities for young and old, an outdoor movie, magic shows, and music and

dance performances ranging from popular music to Fujian dancing. This truly was a mix of cultural themes and was a tremendous success.

CKPG News operations continue to highlight stories of First Nations, immigrants and people with disabilities.

Early in the year, we produced numerous daily news stories showing the involvement of First Nations in the Canada Winter Games. Half hour specials on the Games also included a number of feature reports on First Nations involvement.

The Canada Winter Games dominated the time of our newsroom in February. Our team presented our one hour 5pm News Package from the Canada Games Plaza in downtown Prince George each weeknight of the Games. Over the two weeks, hundreds of local and regional residents witnessed the live production. We conducted live interviews with the entertainers, athletes, Games officials and the Federal Minister of Sport over the two weeks. All in all, it was a very proud moment for our staff and our organization.

CKPG News is celebrating a pair of awards at the annual RTDNA banquet in Vancouver. A television story focusing on the sportsmanship at the Elementary Relays captured the Top Sports Story while the Dave Rogers Award for long features went to a CKPG News Special on the Canada Winter Games.

CKPG News featured Lheidli T'enneh Chief Dominic Frederick who was among many First Nations leaders across the country reacting to the findings and recommendations in the Truth and Reconciliation Commission report into Canada's residential school system. Frederick became emotional as he told us more services and programs are needed to help young people pull out of the cycle of abuse and pain.

CKPG News reported on the largest timber harvesting contractor in the Prince George area earning the Aboriginal Business Leadership Award. LTN Contracting received the recognition from the Forest Products Association of Canada and the Canadian Council for Aboriginal Business. The company is being celebrated for its education fund that benefits Lheidli T'enneh band members.

CKPG News featured the University of Northern British Columbia putting 180 thousand dollars towards full sponsorships for a total of 5 Syrian refugees. For 10 years, the Northern Undergraduate Student Society has sponsored 1 refugee to attend UNBC. The University will revisit the initiative next year to see if it can afford sponsoring more to assist refugees from various countries.

CKPG News ran a story on a not-for-profit society employing eight persons with disabilities that directly resulted in saving those persons jobs. The Executive Director of the program specifically complimented our news crew on their professionalism and patience while interviewing their employees, many of whom suffer from anxiety and social phobias. This is a short section of a letter she wrote our newsroom:

"...However, even before we heard the good news resulting from the story, I had resolved to drop you a line to let you know how impressed we were with Camille and the cameraman who came to LW Vending to cover our story. Camille was professional,

respectful and clearly committed to uncovering the information. What most impressed me was her willingness to work patiently with each of the staff that she spoke with. These are people with disabilities including anxiety and social phobias but Camille was able to put them at ease by demonstrating a sincere commitment to hearing what they had to say. She assured them, encouraged them and made them feel that they were a part of the community, that they were doing “ real work” and that their story mattered. I cannot stress enough how important this is – especially to individuals that too often are made to feel exactly the opposite.

I wanted Camille’s employer to be made aware of this and, regardless of the positive outcome, her work with the staff of LW Vending should be acknowledge as a great professional achievement – these are not people that are easy to communicate with and garner information from and she did it like a pro!

Thanks

*Lori A. Forgeron
Executive Director
Employment Action/ LW Vending*

Rich Abney of our CKPG Sport Department received a National RTDNA award for a local story of friendship and sportsmanship featuring a physically disabled student taking part in elementary school relays.

CKPG News produced a Canada Day special, which included a story on the formation of the Lheidli t'enneh drumming group ten years ago because of the desire to retain the First Nations culture in a modern world.

We produced a story on a textbook called “Determinants of Indigenous Peoples’ Health in Canada.” Canadian Scholars’ Press, the publisher of the book, spotted the video on our website and contacted us.

On Air support: Every year we support hundreds of causes, these are a sample:

- We supported the Prince George Native and Aboriginal Employment and Training Association's Aboriginal Job Fair
- Our stations sponsored the Prince George Native Friendship Centre's Keynote presentation of JR LaRose, a member of the 2011 Grey Cup Champions BC Lions and of the One Arrow First Nation.
- Our stations sponsored “Catalyst for Growth”, an event designed to empower women in the business community.
- Our stations also sponsored a number of events for persons with disabilities, including the MS Society, Brain Injured Group, ALS, women's heart health, Canadian Diabetes society, and more.
- During the month of September, both our stations aired PSA’s launching the BC Schizophrenia Society’s Anit-Stigma Campaign, to a total of 200 occasions.
- In July, we sponsored the Carrier Sekani Family Services’ “Our Way” Indigenous Wellness Conference and First Nations Art Gala
- Our station personnel also promoted and attended events such as CNIB Night Steps, the

PG Pride Festival, and the Prince George Muscle Run which raises funds to fight Muscular Dystrophy.

- Our stations partnered with a local group “The Miracle Project” to benefit the Salvation Army Food Bank as well as “27 Million Voices”. Our contribution was through a donation in the form of promotion for the local professional theatre group. The event was a tremendous success, prompting the organizers to send us this great note.

ALBERTA

GRANDE PRAIRIE, ALBERTA (CJXX-FM)

Our Grande Prairie Division’s relationship with the Alberta Native News continued through 2015. This partnership gives JPBG direct contact with the Aboriginal communities in Alberta. This is great promotion for our JPBG Prairie Equity Scholarship.

Big Country provided \$8,120 in Gift in Kind advertising to the Metis Rupertsland Institute for promotion of their youth employment programs. Michelle McCullough of Rupertsland is a keen employment equity ally for us as we search for Aboriginal employment opportunities.

The recycling and shredding contract at Big Country was renewed with GFL Environmental. They are not only competitive on price, but they employ persons with disabilities and our team was very pleased to support this business model again in 2015.

Big Country was a proud sponsor of the Special Olympics in 2015. The Special Olympics were covered and promoted extensively via the Big Country News team and on our live and digital community calendars.

Big Country was nominated Goodwill Industries Business Partner of the Year. A Big announcer was the emcee for the awards night. We finished second to the municipal services provider Aquaterra. Big Country News covered this event as well and provided PSA content for the nomination and event on his live show.

National Aboriginal Day celebrations are always a big event in the north and Big Country News reports on it extensively prior to, and during the event. We also include National Aboriginal Day event schedules via on air and website community calendars.

LETHBRIDGE, ALBERTA (CHLB-FM AND CJBZ-FM)

We took part in or sponsored these events in 2015:

- Alberta Culture Days Festivities (Multi-Cultural event)
- Annual Blackfoot
- Canadian Cultural Society’s Arts and Heritage Festival (aboriginal)

Cultural Diversity Outreach Initiatives in 2015 (ie. cultural events supported, diversity news stories, etc.)

In January Lethbridge's new Police Chief was officially sworn in during a ceremony at City Hall. Robert A. Davis comes to Lethbridge after serving as the Police Chief in Dryden, Ontario since 2011 and is the city's first Aboriginal Police Chief.

Blood Tribe Chief of Police announced a new Crime Reduction Unit early in 2015. Members of the blood tribe, their elected officials and agencies have been expressing concerns over the illicit drug trade on the Blood Reserve. Although their medical examiner has not yet confirmed the following information, BTPS says they believe a number of deaths on their reserve are related to the use of pills sold as Oxycodone. The new unit was formed in response to their ongoing investigations regarding the drug trade and drug use on the blood reserve.

Finally in January, Milk River announced that they are getting a couple new family physicians. Alberta Health Services has recruited two doctors from South Africa who will come over this spring and are expected to begin practicing at the Milk River Health Centre by the summer of fall.

In February, The Blood Tribe announced that they were moving ahead with their Agricultural Training Initiative. Equipment has been purchased and they will be farming 42-hundred acres this year with different crops such as canola, wheat, and barley. They have 30 students currently learning from Lethbridge College agriculture instructors.

The former downtown fire hall is becoming the new home of the Southern Alberta Ethnic Association. Renovations and expansion began in the spring when City Council approved a 3.8 million dollar tender for the project to the lowest bidder, Ward Bros. Construction. The project will include the renovation of the existing building and construction of 73-hundred square feet of additional space. The association's existing home at the Bill Kergan Centre is in poor condition and city staff determined it would be more expensive to renovate than move to the downtown fire hall.

The Lethbridge Therapeutic Riding Association is taking the next step in rebuilding their arena. The roof of the old structure caved in back in late 2014 under the weight of heavy snow. It's anticipated that a contractor will be in place this spring with plans of having a new and improved facility open in September for handicapped riders. However because of the improvements they want go beyond what they had before and raised the necessary \$200,000, construction got underway in July with completion slated for the end of 2015.

Five Lethbridge fire fighters set up camp on the roof of Hudsons Canadian Tap House. They're raising money for Muscular Dystrophy Canada. Last year they managed to bring in just over 13-thousand dollars and exceeded this year's goal of 15-thousand.

A 36-thousand square foot multi-purpose centre is coming to Brocket. The Piikani Nation has hired ATCO Sustainable Communities to take on the project which will include an ice rink, dressing rooms, a concession, community meeting spaces and offices. Construction will begin in June and should be completed by February 2016.

The General Manager of the Aboriginal Housing Society says native people are facing a housing crisis in Lethbridge. Boyd Thomas made a presentation to City Council in June and pointed out they have 41 housing units and more on the way but, a waiting list of over 300 applications. The

matter was referred to the Social Housing in Action Committee, which will report back on the issue later in the year.

Also in June 17 non-profit organizations received just over a \$1 million in funding through the Community Capital Project Grant. The requests range from \$5000 up to \$200,000. Some of the organizations include the Opokaa'sin Early Intervention Society, and the Rotary Club. The funding provided is only about one third of the total project cost...with the other two thirds coming from other sources...whether it be other levels of government or fundraising efforts.

In July, another funding announcement was made from the federal government in our city today. MP Jim Hillyer announced 380-thousand dollars for an aboriginal Community Health Promotion Program at Lethbridge College. It will focus on promoting health and wellness from a holistic perspective using First Nations methodologies. The program will be available at Lethbridge College starting in January 2016...and also at Red Crow College and Northern Lakes College.

In August, Fire crews were called out to deal with a blaze that consumed Red Crow College on the Blood Reserve. When the crews arrived, the structure was fully engulfed in flames. College officials say the building was a key part of the community...where band members could upgrade their education and learn more about their language and culture. Fire officials determined the blaze was intentionally set during the early morning hours of August 14th, thus arson. The loss is estimated at 11-million dollars which will be covered by insurance. College and Tribe officials will meet in the near future to discussion options on rebuilding the much needed facility.

A community business helped to make Lethbridge Family Services become more accessible to their clients. Western Financial Group provided \$5,000 through their Western Communities Foundation to build a new and improved accessible wheelchair ramp up the building on 2A Avenue North. Program Director Dianne Kotkas says in the past they were having a lot of congestion when trying to get individuals into the building, especially during peak times when access-a-ride would drop off and pick up. This new ramp allows multiple handi-buses to access the space at the same time.

In November, Lethbridge-East MLA Maria Fitzpatrick made headlines across the country...after standing up in support of Bill 204 in the Alberta Legislature. The bill would allow victims of domestic abuse to receive a certificate that they would present to their landlord...allowing them to leave their residential lease agreement without penalty...eliminating a potential financial barrier to leaving an abusive situation. Fitzpatrick recounted 9-years of physical and verbal abuse at the hands of her ex-husband...saying it's crucial for victims to distance themselves from their abuser. The bill passed second reading unanimously.

Lethbridge City Hall will be lit up red in remembrance of victims of domestic violence. The city participated in Light the Night in December alongside communities across Canada in co-operation with YWCA Canada. Following Lethbridge East MLA, Maria Fitzpatrick's story of her own experience with abuse... City councillor, Liz Iwaskiw wanted to make a point of recognizing the campaign. She also notes that they receive lots of similar requests for other events, and administration will be looking at how they can facilitate more of those requests in the future.

Blood Tribe voters overwhelmingly supported a settlement and trust agreement in December. A vote was held to address the situation that dates back 74 years...when the Government of Canada's Defense Department illegally leased, used and occupied about 55-thousand acres of Blood Reserve land for a bombing and gunnery range during World War 2. The Blood Tribe filed a claim in 2003 that Canada breached its obligations when it illegally used those lands and

the Blood Tribe suffered loss and should be compensated. In 2010...Canada agreed to negotiate a settlement, which has been worked out to 5.8 million dollars. Blood Tribe members will be consulted on which capital projects the funds should be used for.

Lethbridge's Immigrant Services is priming residents about Syrian Refugees who could soon be their new neighbors. Director Sarah Amies says it's a really good time to provide some solid facts about the people coming to our country and erase any myths. Amies says a steering committee and a "living" community action plan have been created to make sure incoming refugees have the resources they need to settle into the community. She adds there could be up to 125 Syrian refugees in Lethbridge by March and nearly 250 by this time next year with a first couple of families set to arrive just before or after Christmas.

MEDICINE HAT, ALBERTA (CHAT-FM, CFMY-FM AND CHAT-TV)

JDBG Medicine Hat donates matching advertising to non-profit groups who advertise with the stations. Groups like Saamis Aboriginal Employment and Ecole Les Cypres (French school) among others have benefited from this initiative.

The Medicine Hat radios stations play the music of Visible Minority and Aboriginal artists like Tebey, Crystal Shawanda, John Legend, Drake and OMI.

Our stations covered a number of news stories on CHAT TV throughout 2015 that reflected the Cultural Diversity of our community. A few of these were:

- In February, we reported on two federal government grants to the Miywasin Society (an Aboriginal service delivery group) for homeless programming and a youth summer camp. We also included this as a long-form, live interview in our noon news.
- In March, we covered a week of events at the Miywasin Centre to honour survivors of the residential school system. The week included several First Nations cultural events.
- In April we covered a local citizenship ceremony that included people from 27 different countries.
- We had extensive coverage of National Aboriginal Day in June, and the celebration's accompanying this event.
- We covered the establishment of a new Aboriginal Support Position for Aboriginal learners at Medicine Hat College.
- We reported on various events that took place as part of Culture Days, including a Pow-Wow.
- We are providing ongoing coverage of Syrian refugee arrival and settlement in the Medicine Hat area, including Saamis Immigration's plans to house our new residents.

CALGARY, ALBERTA (CHPK-FM AND CKCE-FM)

Kool 101.5 announced a 7 year financial commitment to support Western Canada's master music program which provides workshops and mentoring to students enrolled in the music and arts programs. Western high school has a very diverse student population.

Kool 101.5 is exclusive radio partner of Alberta's "We Day", an educational initiative for nearly 20,000 local students held in October. The goal is to empower students to help change the world and learn about social issues. Other partners include Canadian Heritage and the Aboriginal education initiative.

Kool 101.5 and 95.3 The Peak are the radio partners for Alberta Cultural days in September and October. The event raises awareness and participation for all Canadians, this year a focus was on the Korean Arts club and First Nations members.

Kool 101.5 and The Peak were exclusive radio partners for Canada Day festivities in Calgary, both stations participate off and on air along with onsite promotion of the first nations POW WOW and China fest.

Kool 101.5 staff members, including Erin Wilde and visible minority, Michele Yi participate in the Habitat for Humanity's "Women Build" program and fundraising for women who are part of low income families and require housing.

Kool 101.5 and 95.3 The Peak promote and actively participate in the annual Easter Seals Drop zone which features our announcers dropping down the side of a large downtown high rise on a rappelling rope. Pledges collected help support people with disabilities.

EDMONTON, ALBERTA (CKNO-FM AND CIUP-FM)

Community Programs

Up! 99.3 Radiothon for the Christmas Bureau of Edmonton

Annual fundraiser, in which CIUP-FM invests over \$200,000 worth of time-in-lieu to promote. Clients often include new citizens and those from marginalized communities.

River Cree Resort & Entertainment Center

CIUP-FM hosts many concerts on traditional Treaty 6 land, and always gives recognition of that fact during on-stage MC duties.

Edmonton Heritage Festival

CIUP-FM annually supports Edmonton's largest multi-cultural event, with on-air and on-line support. Station also represented on-location, on the event grounds.

Edmonton Pride Parade

CIUP-FM physically participates in the parade each year, and also supports it with on-air and on-line support, including feature interviews with parade marshals and participants.

Fort Edmonton Park

Annual supporter (with on-air & on-line in-kind support), for heritage park that celebrates First Nations and Metis contributions to the settlement & economic development of Edmonton.

Terry Fox Run

CIUP-FM Annual supporter (with on-air & on-line in-kind support) of the run, including one staff member of aboriginal descent who fundraises and participates each year.

Canada Day

This past Canada Day, CIUP-FM ran on-air ID's saying "Happy Canada Day" in about a dozen languages, representing the multi-cultural fabric of our country and city.

CKNO Garage Sale— sold items to the general public, and raised money and food donations for the Edmonton Food Bank, which is frequently used by new Canadians and people on the margins of society.

News Coverage

News coverage often extends to the large aboriginal communities surrounding Edmonton, including Stony Plain, Alexander First Nation, Enoch Cree Nation, Ermineskin Cree Nation, Louis Bull Tribe, Montana First Nation and Samson Cree Nation.

Iraqi refugees come to Edmonton, Alberta. After the Liberal Government announced the details of the refugee program, coverage included families locating to our city.

Federal & Provincial elections in 2015, and the success of women, aboriginals and visible minorities in results & formation of cabinets and critics duties.

Federal and Alberta Government's recognition of missing aboriginal women

Residential schools. Coverage of the final report of the federal Truth & Reconciliation Commission, & reaction from Alberta First Nations.

Pride Parade. In the past year, the Premier of Alberta (an Edmonton MLA) participated, as did the Captain of the Edmonton Oilers.

Rainbow crosswalks. Pedestrian crossings were painted, to recognize the contributions of Gay & Lesbian citizens to life in Edmonton. Construction of new, live entertainment venue on Enoch Cree Nation.

Lake Golf Course West of Edmonton shut down due to unexploded munitions, 50 aboriginal staff laid off.

Ashley Callingbull from the Enoch Cree Nation named Mrs. Universe, first aboriginal woman to receive the honor.

Jody Wilson-Raybould names Canada's first ever Justice Minister of aboriginal descent.

Edmonton Folk Festival bans First Nations headdresses at it venues, out of respect for aboriginal citizens.

Billy Ray-Belcourt of Edmonton, Alberta first aboriginal person to be awards a Rhodes scholarship.

SASKATCHEWAN

PRINCE ALBERT, SASKATCHEWAN (CKBI, CJHD-FM AND CHQX-FM)

NORTH BATTLEFORD, SASKATCHEWAN (CJCQ-FM, CJHD-FM AND CJNB)

Our newsrooms and programming teams in Prince Albert and North Battleford devote significant resources to the coverage of First Nations issues and happenings. With a First Nation population of 40-60% (depending upon community), it is imperative that we reflect this demographic in a positive way. Whether it be efforts to improve living, economic or education standards and results or the celebrations surrounding Treaty Day or the annual Thanksgiving Pow Wow we are there to take the story to our communities.

One of the biggest news stories of 2015 was the forest fires that forced the evacuation of La Ronge and Air Ronge and surrounding aboriginal communities. Many thousands were evacuated from the area – including the nearly 10-thousand members of the La Ronge Indian Band (one of Canada's 10 largest aboriginal communities). Our radio stations stepped up and provided continuous coverage for many weeks.

In an ongoing effort to provide balanced coverage to aboriginal issues we purposely seek out the positive stories designed to inspire and reflect a more complete view. The story of a highly decorated aboriginal in the Canadian military is one such example:

We broadcast a weekly 1 hour aboriginal affairs news magazine program called "Meeting Ground". This program is produced by Rawlco Radio in Saskatoon with contributions from our newsrooms in Prince Albert and North Battleford. The program airs weekly on CJNB, CJNS and CKBI.

On CJNB and CJNS we also broadcast a weekly program called "Moccasin Telegraph". This program is hosted by a prominent, local aboriginal leader and focuses on local and national aboriginal events and happenings in the Battlefords and Meadow Lake.

Each year CFMM hosts a two day radiothon to raise a significant portion of the annual operating budget for The Children's Haven. The Haven is an emergency foster facility for children in northern Saskatchewan. Sadly due to economic and social conditions, combined with a higher than average aboriginal population, the facility largely serves aboriginal families.

Battleford Trade and Education Centre was a major capital project for the Battlefords and our stations were front and centre donating well over \$120,000 in airtime to support a drive to raise \$1.4 million dollars to fund the facility. The centre provides programs and services to members of the Battleford communities living with disabilities, and assisting them in the pursuit of independence and quality of life. The radio campaign was called 'My Community Cares' and a major part of our on-air commitment was education and awareness.

MANITOBA

WINNIPEG, MANITOBA (CHIQ-FM AND CFQX-FM)

In August 2015 QX104 had the pleasure of meeting an Aboriginal Winnipeg teen, Tracie Leost. We helped to promote her “115KM MMIW Journey of Hope” in support of Canada’s Missing and murdered Indigenous Women, and their families. Our support included a blog, Facebook, and daily on-air phone check ins along her route. QX104’s Leanne Cater met her at the finish line at the MMIW statue and posted the photos to our FB page which was shared by the Idle No More Peguis Nation Group. Tracie was nominated for, and won, a Manitoba Aboriginal Youth Achievement Award for her efforts.

QX104 had the opportunity to meet a new country artist JoJo Mason. In July, we recorded a “Songs from the Chair” video episode featuring a live performance of his debut single “It’s All Good”.

Later in December, Leanne Cater (Afternoon Drive Host), interviewed JoJo over the phone to promote his sophomore single “Good Kinda Love” and his original Christmas song “Santa Came Anyway”. QX104 played all three of his releases. Interview segments were aired on two PM Drive features, The QX Files, and the New Music Monday edition of The Drive @ 5.

7. INTERNAL COMMUNICATION

Each station or corporate group will ensure that diversity commitments are communicated within each station or corporate group to all staff members.

In terms of how diversity objectives and information are communicated between our corporate headquarters and individual stations, and to all staff as discussed above, we hold quarterly meetings with our General Managers which have an agenda item dealing with Employment Equity and Diversity. These managers meet weekly with department heads at our 24 locations to discuss news, programming and employment matters. We post our employment equity and diversity related policy documents at all our locations.

Staff are involved in planning to increase the inclusion and representation of diversity in all areas of station operation as appropriate. Staff are also 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.

Calgary and Winnipeg Students Win Equity Scholarships

A student from SAIT Polytechnic in Calgary and another from Red River College in Winnipeg are the 2015 recipients of the Jim Pattison Broadcast Group Prairie Equity Scholarship.

Sharen Sandhu is a second year student in the Broadcast News Diploma program at SAIT. With her experience dealing with discrimination both as a woman and a member of a visible minority, Sharen has a strong desire to make a difference.

“My goal in my career is to give a voice to those who feel like they are voiceless,” she says, “I want to be an inspiration to those who are not ready or not comfortable in stepping out of their comfort zone. SAIT faculty and others who deal with her are impressed—calling her responsible, focused and a “superior” student. Besides her broadcasting interests, Sharen is heavily involved in DIL Walk, a charity which educates the South Asian community on the risk of heart disease. She is also an athlete, participating in Muay Thai, wrestling, rugby and yoga.



Sharen Sandhu accepts her scholarship cheque from JPBG Calgary GM Eric Stafford



2015 Equity Scholarship Winner Bailey Hildebrand

Bailey Hildebrand is in the second year of the Creative Communications program at Red River College in Winnipeg. She’s also a broadcast veteran, starting on-air while still in high school in Winkler, Manitoba. She is described as being at the top of her class, with a definite “reporter mind-set” and as a very caring person. She also has a podcast on iTunes called Be Plus, which deals with body image.

Bailey feels strongly about discrimination after seeing it in the industry as an insider and outsider.

“I want to be one of the women who stands up and stands out,” she says. “The industry is still dominated by men (especially in news and talk radio) and my perseverance in my studies and career is one way I can ensure we reach equality between all people in broadcasting.”

The Equity Scholarship was instituted in 2009 to address the shortage of broadcasters from four under-represented groups; Aboriginal Peoples, Persons with Disabilities, Members of Visible Minorities, and Women. The Jim Pattison Broadcast Group believes that by supporting the career development of these groups in broadcasting on the Prairies, the industry will access an

untapped pool of potentially talented employees, encourage diverse viewpoints and backgrounds, enhance relationships with local communities, and broaden the advertiser and audience base.

Sharen Sandhu and Bailey Hildebrand have each received \$2000 to assist them in pursuing their education and career goals. The scholarship initiative is supported by the following stations of the Jim Pattison Broadcast Group:

- 101.5 KOOL FM, Calgary
- 95.3 The Peak, Calgary
- BIG WEST Country (CIBW FM), Drayton Valley
- B-94 (CHBW FM), Rocky Mountain House
- Big Country 93.1 FM (CJXX), Grande Prairie
- Country 95.5 FM (CHLB), Lethbridge
- 102.3 NOW! Radio, Edmonton
- Up! 99.3 FM, Edmonton
- QX 104, Winnipeg
- FAB 94.3, Winnipeg
- Mix 101, Prince Albert
- Today's Country 900 CKBI, Prince Albert
- Power 99 FM, Prince Albert
- B-93 FM (CJBZ)Lethbridge
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM (CFMY), Medicine Hat
- BIG 105 (CHUB FM) Red Deer
- 106.7 The Drive (CFDV- FM) Red Deer
- 102.3 FM CJNS Radio, Meadow Lake
- CHAT 94.5 FM, Medicine Hat
- CHAT Television, Medicine Hat
- MY96 FM, Medicine Hat
- Q98 FM, North Battleford
- 1050 CJNB, North Battleford
- 93.3 The Rock, North Battleford