



**Newcap Radio**

**Cultural Diversity Plan**

**2011 Annual Report**

Submitted January 25, 2012



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## **Introduction**

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

(d) The Canadian broadcasting system should

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

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

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

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

Newcap Radio operates 60 originating radio stations in 41 markets across 8 provinces in Canada. Additionally, Newcap operates 2 television stations, a CBC affiliate and a CTV sub-affiliate, in Lloydminster, Alberta. In many cases, in some of the smaller communities, our signal provides the only local public media service.



## **Corporate Accountability**

### **Newcap Radio Employment Equity Mission Statement**

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

### **Designation of Senior Executive**

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

### **Newcap Radio’s Cultural Diversity Goals**

Newcap cultural diversity plan includes the following goals:

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



## Cultural Diversity Plan

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

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap New Hires employee orientation package.
3. Meetings are held on site at a minimum annually with station management, to review and discuss the company's Cultural Diversity objectives.
4. A formal monthly reporting regime has been instituted for all stations, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. Annually the results of our Cultural Diversity initiatives are provided to all Newcap employees and an open forum is held at each management location to provide an opportunity for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.
6. The annual Cultural Diversity report is delivered via email to all Newcap employees.

## Programming

Newcap Radio operates 62 originating stations in 41 markets across Canada, consisting of 2 television stations and 60 radio stations. Each station operates autonomously and is responsible to program the station according to licence requirements, format selection and community reflection.

Our workforce initiatives are designed to ensure that all of our staff, and particularly the on-air talent, reflects the diversity of our audience. Representation of our staff by region and job classification are tracked and



reported to management to ensure that our recruiting practices align with our cultural diversity goals.

Programming initiatives at all Newcap stations include the following components:

1. A formal monthly reporting structure, whereby each location reports both non-news and news programming events aired or attended that may be relevant to diverse audience members.
2. Regular and frequent on-air guests, commentators or experts representing a cross-section of interests in the community. Station management is responsible to ensure that such guests are representative of the diversity that exists in the market. Guests are invited to address a vast array of topics including, but not limited to issues of relevance to diverse audience members. These events and the invited guests are included in our monthly reporting process.
3. Feedback to those with programming responsibilities. The data received in our monthly tracking of programming initiatives are provided to all programming personnel for the purpose of evaluation and enhancement of future initiatives.
4. An understanding of the objective to cover stories of relevance to ethnic audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Newcap staff at community events and the sponsoring of these events on-air to ensure that we are in tune with public interests.
6. Public accessibility via telephone, fax, texting, and email as well as in-person access to on-air personnel at our local offices.

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

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

### Winnipeg

Newcap Radio operates 2 radio stations in the Winnipeg market. CKJS-AM is a multi-cultural, multi-lingual station. CHNK-FM broadcasts in a specialty format.



### CKJS-AM

CKJS is the only multilingual radio station in Manitoba, serving more than twenty different ethnic groups. We broadcast in 19 languages, serving many different ethnic groups. Our website, [www.ckjs.com](http://www.ckjs.com) provides a synopsis of the form and content of our broadcast. Listeners may listen live via the internet to the multi-cultural, multi-lingual content of this station from anywhere in the world.

The station provides entertaining and informative programming that is reflective of the following ethnic backgrounds:

Caribbean	Polish
Chinese	Portuguese
South Asian	Indian
Filipino	Russian
German	Ukrainian
Hungarian	Slovenian
Irish	Spanish
Italian	Vietnamese
Jewish/Yiddish	African

In terms of News programming, each feature broadcast in each of the 19 languages, in addition to English, contains a news component, broadcast in this specific language. The content is researched and written to appeal to the audience of that language and culture. Newcap Radio employs individuals fluent in each of the languages broadcast. These individuals source their news from ethnic communities within Winnipeg as well as from news obtained nationally and from the country of origin. As a result, 100% of its news programming would be relevant to a diverse audience.

### CHNK-FM

CHNK-FM is licensed to broadcast in the Specialty format. The genre broadcast is blues and world class rock. In addition to featuring culturally diverse stories during K-ROCK's newscasts, CHNK airs public service announcements. Our playlist also included other artists and songs from the Caribbean genre.

In May 2011, Newcap announced that it was selling CHNK-FM and CKJS to [Evanov Communications](#), pending [CRTC](#) approval. On October 24, 2011, the CRTC approved Dufferin Communications (aka: Evanov Communications) to acquire CHNK-FM and its sister station CKJS.

On November 26, 2011, ownership of these 2 Winnipeg stations was transferred to Evanov Communications.



## Ottawa

Newcap Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is Top 40/Pop. The format of CILV-FM is Alternative Rock. The stations are primarily entertainment based stations with a heavy focus on the music. As a result, spoken word content is minimal on both Ottawa stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and persons of visible minority. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

### Non-News Programming samples:

- Nov 4 story: On this day 1980, Bob Marley was baptized at the Ethiopian Orthodox Church, Kingston, converting to a Christian Rastafarian and taking on the new name Berhane Selassie.
- March 27 story: Jack Johnson donates \$50,000 to Tsunami relief
- August 9 story: The new campaign launched today to help the 10 million people affected by the drought in Somalia. A Marley song has been teamed up with a short video where over 150 celebrities pledge to spread the word through their social media pages to help raise awareness for the famine.
- January 12 story: Today marks the 1 year anniversary of the earthquake that left 230,000 people dead and even more displaced. A moment of silence was observed today to remember the tragedy. One year later, squalid, dangerous tent camps are still home to one million people, many of whom say they feel like they've been forgotten. Canada will spend 93 million dollars on eight new initiatives to improve Haiti's health services, schools and farming sector.
- June 9 story: Health Canada is being asked to improve its plan to fight tuberculosis and reduce the high rates of the disease in First Nations and Inuit communities.
- April 4 story: CN Tower, Empire State Building and the Olympic Tower in Montreal were some of the landmarks that showed support for Japan by lighting up in the colors of Japan.
- June 27 story: Meagan Michie, a swimmer, was awarded a gold medal at the Special Olympics.
- July 6 story: Prince William and Kate had a crowd-pleasing day in NWT. They took in aboriginal games in Yellowknife before boarding a float plane to Blachford Lake, where they sat around a campfire and sampled arctic char.
- April 19 story: The Ottawa Carleton District School Board is holding the second part of an Aboriginal education conference today to help teachers make Aboriginal students feel more comfortable in school.





- September 8 story: Russian hockey team rebuilding after tragic accident.
- June 6 story: Mexican boy first 9 yr old to fly hot air balloon solo.
- August 1 story: Randy Moss, an African American, is calling it a career after 13 seasons in the NFL.
- February 1 story: Egyptian President Hosni Mubarak is about to make an important speech about his political future.
- October 5 story: In just 10 weeks, Canadians have donated 70-million dollars to help victims of the famine crisis in East Africa. International Cooperation Minister Bev Oda, the first Japanese-Canadian MP, has warned a food security conference in Montreal the crisis will go well into next year.
- October 6 story: Health Minister Leona Aglukkaq, the 1<sup>st</sup> Inuk in Canadian history, has introduced new rules limiting the amount of caffeine in energy drinks.
- September 23 story: Palestinian President Mahmoud Abbas has asked the United Nations to admit the state of Palestine as a full member. He told the General Assembly his government could collapse if Israel keeps building settlements on land that the Palestinians claim for a future state.
- April 18 story: Kenya's Geoffrey Mutai is the winner of the Boston Marathon and he did it in record fashion. His unofficial time of two hours three minutes and two seconds is the fastest marathon ever run.
- February 2 story: Quadriplegic man sets hands free typing record.

#### News Programming samples:

- May 30 Story: A male Kenyan and female Ethiopian win Ottawa Race.
- July 18 story: Japan wins women's world cup.
- March 11 story: Tsunami in Japan, warnings all around.
- October 5 story: Missing Hispanic woman in Ottawa.
- August 3 story: Ontario pledges \$1M towards Africa famine.
- April 20 story: Flooding update on Sask First nations.

#### Edmonton

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

#### Non-News Programming samples:



- August 1: Heritage Festival – sponsor of event at Hawrelak Park showcasing 85 worldwide cultures – over 100,000 people attend over the weekend
- August 2-6: Media sponsor of “Rock ‘n August”. Proceeds go to Diabetes research.
- July 30: Lac la Biche Pow Wow Days.
- July 2: Ukrainians and others of Slavic descent attend the 2011 Pysanka Festival
- April 1-9: Free promotion for SIRENS Blues for the Christmas Fundraiser. It’s a concert of local musicians that are raising funds for The Edmonton Food Bank and for SIRENS who raises funds to improve the lives of Aboriginal Youth and The Mentally ill in Edmonton.
- Nov 1-5: Free Promotion to the Denim and Diamonds fundraising event for the Juvenile Diabetes Research Foundation, which raises money to find a cure for juvenile diabetes.

#### News Programming samples:

- May 10 story: Government members meeting with Aboriginal groups following oil spill near Little Buffalo.
- January 31 story: A local cameraman is in Kazakhstan, is off to the 2011 Asian Winter games.
- January 12 story: The Alberta Sport Development Centre has named Chantal Payne its Athlete of the week. She is a Special Olympics athlete in track and field and curling.
- March 11 story: Japan Earthquake- People in Edmonton trying to reach loved ones (Ryo Takamatsu).

#### Calgary

Newcap Radio has 2 licences in the Calgary market. These are CKMP-FM, a Top 40 station and CFXL-FM, a Classic Hits station. Both stations operate with a strong focus on the music with minimal spoken word content.

#### News programming samples:

- April 6 story: Amanda Lindhout spoke at an event about her global enrichment foundation established last year to help send Somali women to university, has been a great success.



- April 4 story: Armando Davilla Rodriguez, a Mexican bull rider excelled at the Canadian National College finals rodeo. He and several other students are here from Mexico to study at Old College.
- May 6 story: Multiple Sclerosis Carnation sales.
- July 12 story: Representatives from over 600 First Nations met in Moncton for Assembly of First Nations.

### Camrose

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

Non-News Programming samples:

- Throughout 2011: The Ukrainian Program has been a staple on CFCW for over 30 years. It airs every Sunday night. The spoken word is in both Ukrainian and English. The music is all in Ukrainian.
- Throughout 2011: Métis people have ongoing studio sponsorship.

News Programming samples:

- June 17 story: Governments need to do more to help Inuit children.
- September 17 story: Lloydminster Métis Housing groups heading up seniors' housing project.
- June 17 story: Alberta funding program to help Aboriginal children in Edmonton.

### Central Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	Country
	CIZZ-FM	Rock
Brooks	CIBQ-AM	Country
	CIXF-FM	Classic Hits
Drumheller	CKDQ-AM	Country
Stettler	CKSQ-AM	Country
Blairmore	CJPR-FM	Country



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

Non-News programming samples:

- February 4 Story: Native Friendship Society - The Red Deer Native Friendship Society proudly presented the Mahikan Friendship Circle. People felt the beat! Tried aboriginal drumming and handcrafting. There was also traditional food, and storytelling with elders.
- March 21 story: Learning Disabilities of Alberta – For parents, caregivers, educators & professionals. Speaking seminars to focus on how to help the disabled find success, learning disabilities and addictions and ADHD and learning.

News Programming Samples:

- March 14 story: Ottawa has provided 3.5 million dollars for the Métis Crossing historic site near Smoky Lake. Audrey, Poitras, the president of the Métis Nation of Alberta, says it will allow them to build a new cultural interpretive centre site.
- March 15 story: The 6<sup>th</sup> annual Ukrainian dance festival was held in Lloydminster this weekend promoting and supporting the art of the culture through dance.
- March 16 story: Hinton residents have a chance to lend a hand to recovery efforts in Japan. Donations jars with the “Pray for Japan” logo have been distributed to local businesses.
- April 4 story: Habitat for Humanity will hand over the key to a single mom and her two children, one of whom has cerebral palsy.
- August 12 story: The second annual Latin festival takes place in Red Deer and a special Latin concert will take place after the festival.

Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-FM	Country
	CKSA-TV	CBC Affiliate
	CITL-TV	CTV Sub-affiliate



Wainwright	CKKY-AM	Country
	CKWY-FM	Classic Hits
Cold Lake/ Grand Centre	CJXK-FM	Rock
St Paul	CHLW-AM	Country
Bonnyville	CJEG-FM	Top 40/Pop
Lac La Biche	CILB-FM	Classic Hits
Wetaskiwin	CKJR-AM	Classic Hits

Non-News programming samples:

- April: Produced PSA promoting MS Society Fundraising Barbeque in Lloydminster.
- March: PSA promoting 6<sup>th</sup> annual Lloydminster Ukrainian dancing festival on March 25<sup>th</sup> and 27<sup>th</sup>.
- July: Produced PSA's and live interviews promoting Treaty Days celebrations in Cold Lake.
- September: Produced PSA promoting fundraiser for Lloydminster and area Brain Injury society.
- July: Produced PSA's and live mentions of St. Paul Heritage festival featuring multi-cultural dance, food, and storytelling.
- Wetaskiwin station airs the following weekly ethnic programs:
  - Sunday 2pm – 5:30pm – Augarela Portuguesa show
  - Sunday 5:30pm – 7:30pm – Italianissimo show

News Programming samples:

- July 28 story: St. Paul heritage festival-celebration of a number of cultures.
- July 29 story: Lac La Biche Pow wow.
- March 8 story: Parkinson's treatments in California.
- April 14 story: African artist and art display in Cold Lake.
- August 9 story: Japanese exchange students visiting St. Paul.

North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	Classic Hits
Hinton	CFXH-FM	Classic Hits
Whitecourt	CFXW-FM	Rock
Athabasca	CKBA-FM	Classic Hits
High Prairie	CKVH-FM	Classic Hits
Slave Lake	CHSL-FM	Classic Hits
Westlock	CFOK-AM	Classic Hits



Fort McMurray      CHFT-FM      Rock

Non-News Programming samples:

- April 1-30: Free publicity for Sucker Creek 1<sup>st</sup> Nations Band Members daily youth activities.
- January 12 & 23: Filipino Community contributions to Food Bank recognized.
- February 1-28: Free promotion of McMann Society pop tab campaign in support of persons with learning disabilities.

News Programming samples:

- August 24 story: Rick Hanson Mark "Man in Motion" Anniversary.
- September 12 story: Local Aboriginal Female runs to 7 different communities to say thanks for the work done during the wildfires.
- January 31 story: Métis attending a conference in Vancouver encouraged by economic prospects in Northeastern Alberta.
- May 9 story: Fort McMurray Branch of the Canadian Paraplegic Association holding fundraisers to raise awareness of the lack of wheelchair accessibility.

Sudbury

Newcap operates 2 radio stations in Sudbury Ontario. CHNO-FM operates in the Classic Hits format and CIGM-FM operates in Top 40/Pop format.

Non-News Programming samples:

- August 8: Jennifer Lopez has contract for American Idol.
- January 13: Morning Show Break about Wheelchair Curling Games possibly coming to Sudbury.
- July 5: Italian Caruso Club Festival.
- March 11: Morning Show- Little Native Hockey League Tournament.
- January 12-21: Throughout the 10 days, ways to donate to the disaster relief program in Haiti were aired.
- March 14: Japan earthquake disaster coverage and donation information.
- May 19, 24, 25: Morning show about Oprah Winfrey's Show coming to an end.
- *September 29*: Culture Days: Italian language lessons, Ukrainian egg decorating, Finn rug braiding.
- *June 27*: Aired a segment about Karl Wolf and his career path. Karl Wolf is Lebanese.
- July 4-18 on-air mentions and event coverage: 12<sup>th</sup> annual Sudbury Chinese Dragon boat festival.



#### News Programming samples:

- Nov 7-24 story: Government of Canada - RCMP Aboriginal recruit.
- June 3 story: The Opening of the Special Olympics floor Hockey Championships.
- June 22 story: \$1-million donation from Xstrata Nickel to build a Native Learning Centre at Laurentian University.
- March 14 story: Stories and updates regarding Japan Tsunami.
- September 22 story: Official kick off to the 2011 Northern Aboriginal Festival.

#### Moncton and Fredericton

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

#### Non-News Programming samples:

- Throughout July: Provided PSA messages, attended, and did live reports for Kingsclear Native Celebrations to support the multicultural event.
- July 22-23: Moncton Multi-Cultural Festival (MAGMA) benefiting artisans from more than 30 developing countries. (PSA/Jock Talk/Cruiser on location numerous times on the weekend).
- July 20: Mosaic Multicultural Festival PSA. Cruiser was also on location.
- July 12 -14: Assembly of First Nations 32<sup>nd</sup> Annual General Assembly Tradeshow (PSA and Cruiser on location).
- July 9: Ran PSA for Stan Cassidy Foundation Quilt Raffle to purchase a new wheelchair bus for the centre.
- December: Sensory Motor Instructional Leadership Experience (S.M.I.L.E) program. Community service program offered to children aged 5-13 with special needs. Promoting through our Community Spotlight feature.

#### News Programming samples:

- June 21: 15<sup>th</sup> Anniversary of National Aboriginal Day.
- May 27: Fundraising concert at St. Michael's Church for Parkinson's Foundation.
- May 2: Asian Heritage Festival Opening Ceremonies.
- October 3 story: New Brunswick government announces funding for aboriginal workforce development program.
- September 20 story: City of Moncton hiring an Immigration specialist to recruit and retain skilled workers from other countries.
- April 27 story: Hope for Haiti Children's day fundraiser to help with temporary orphanage in Jacmel, Haiti.



- November 28 story: New Brunswick affordable housing project for people with disabilities.

### Charlottetown

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

#### Non-News Programming samples:

- August 19-21 event: Native Council of Prince Edward Island invites all Islanders and visitors to attend the 19th Annual Abegweit Pow Wow. There will be traditional teachings, Aboriginal art and craft booths.
- August 24: The 8<sup>th</sup> Annual Brain Injury Association of Canada Conference.
- January: On-Air PSA/ Mahjong Tournament and Learning Day - hosted by the PEI Association for Newcomers and the PEI Chinese Association.
- February event: International Tea House, free night of multicultural entertainment. During the event we will have performances from China, Colombia, Afghanistan, and others. Also enjoy the beautiful garments and delicious ethnic food.
- February event: *On-Air PSA C-N-I B- presents* Dining in the Dark. Close your eyes (blindfolded) and imagine a culinary experience where you rely on all of your senses – except sight. Funds raised will continue supporting programs that give blind and partially sighted Islanders the confidence, skills and opportunities to fully participate in life.
- January event: On-Air PSA/Promoted the Lebanese New Year Party (Jan 8<sup>th</sup>/2011) during the morning shows. The gala event draws hundreds of people every year for an evening of traditional Lebanese food, dancing and celebration.
- January event: On-Air PSA - talked about how listeners could donate Aeroplan miles to help send Special Olympic PEI athletes to games and competitions.

#### News Programming samples:

- August 22 story: The first resource center for people with autism on PEI officially opened its doors. The Stars for Life Home and Resource Centre was officially opened. In addition to the resource center, there are five affordable housing units intended for non-elderly persons with disabilities.
- February 6 story: A signing of three memorandums of understanding is held at the University of Prince Edward Island. The three signings concern exchanges between UPEI and three Kenyan universities (University of Nairobi, Kenyatta U., and the Jomo Kenyatta University of Agriculture and Technology).





- July 6 story: The Special Olympics PEI softball team that won bronze as Team Canada East at the Special Olympics World Summer games in Athens, received a hero's welcome at the Charlottetown airport.
- July 25 story: A new aboriginal garden within Confederation Landing Park in Charlottetown was unveiled. It is a project of the city through the Cultural Capital of Canada designation. The garden features a bench and four wooden sculptures; an eagle, a bear, a white buffalo and a whale. There are signs around the garden offering some information on the aboriginal people of Prince Edward Island.
- October 7 story: Egmont MP and Revenue Minister Gail Shea announced that through a Native Council project, 10 Aboriginal people will receive training and skills development in the aerospace, tourism or health industries. The goal is to put them in a position to compete for and win jobs in these sectors.

### Halifax

Throughout 2011 Newcap Radio operated the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. The 2 radio stations operated currently by Newcap are CFRQ-FM, a Classic Rock station, and CKUL-FM a Classic Hits station.

#### Non-News Programming samples:

- April 1: Interview with African American, Jessica Bowden, who is a "Haliwards" recipient. She is the founder of Teens Now Talk Magazine.
- February 27: Host Tom Bedell featured local band, "Hey Rosetta" on his Sunday evening show, "Route 104". Cellist, Romesh Thavanathan, is East Indian.
- March 29: Interview with "Haliwards" recipient, Troy Nauffts, who is blind. He is the President of local chapter of Alliance for Equality for Blind Canadians.
- Throughout March: Q104 gave 59 spins to Robbie Robertson's single, "He Don't Live Here No More", and gave away copies of his new CD, "How To Be Clairvoyant" on the morning show. Robbie is a world-renowned Canadian First Nations musical artist.

#### News Programming samples:

- February 10 story: Mi'Kmaq artist, Alan Syliboy, has works displayed at the airport for Canada Games.
- February 24 story: Special Olympian, Tia Dollivar, to compete in figure skating in Canada Games.



- October 11 story: Nova Scotia's MLA, Wayne Adams, an African Canadian, was named to the Order of Nova Scotia.
- September 25 story: Movie about First Nations boxer wins Atlantic Film Festival award.
- July 27 story: Korean community recognizes Canadian Vets of Korean War.
- September 25 story: Official opening of Africville Church and Museum.
- November 29 story: More tickets released for Prince Concert in Halifax

### Sydney, Nova Scotia

Newcap operates CHRK-FM Sydney in a Top 40/Pop format.

#### Non-News Programming samples:

- August 6: Polish Cultural Festival of Cape Breton. Live event coverage and organizational assistance provided by street team staff.
- August 24-29: A week-long event celebrating traditional games and competitions of the Mi'Kmaq people of Nova Scotia. We provided interviews, staff support and prizing for this event including daily updates from our summer promotional team.
- February 15-20: PSA's for Black History Month. Special focus on the unique history of the first Black loyalists to arrive in Nova Scotia.
- June 11: 4 Hour Broadcast from Carstar Car Wash -Fundraising for Cystic Fibrosis Research.
- March 5-26: We aired PSA's to help spread the message about Epilepsy awareness month and to promote the wearing of purple on March 26<sup>th</sup>.
- May 2-20: Asian Heritage Month Announcements profiling the many contributions that Asian culture has brought to Nova Scotia.

#### News Programming samples:

- February 21 story: Students at Whitney Pier Elementary School welcome Wanda Robson, sister of well known African-Canadian crusader Viola Desmond.
- February story: African Nova Scotian Heritage Month coverage.
- May story: Teens from Eskasoni & Waycobah First Nations are at Acadia University for one of North America's largest annual environmental competitions - The Envirothon.
- June story: A 21-year old wheel chair basketball player from Donkin was named top female in the province during the Richo Awards in Halifax. Jamey Jewells was chosen for her role in Canada's third-place finish in Japan earlier this year, and the Nova Scotia's fifth place finished at the Canada Games in Halifax.



### Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

#### Non-News Programming samples:

- June 27: Interview with Camp Reachability during the Midday Show with Darrin Harvey. Camp Reachability is a camp that offers persons with disabilities the opportunity to go camping for a week and take in a variety of recreational activities.
- March 24: African Youth Talent Show that was featured on our community events, on air and on website.
- March 19: Fundraising breakfast for Para-athletes that was featured on our community events, on air and on website.
- May 5: Promotion of a performance called "Black Journey", a dramatic performance on the historical journeys of Nova Scotians of African descent.

#### News Programming samples:

- April 7 story: Acadia University is promising to do more to encourage aboriginal students to attend university. The school and the Confederacy of Mainland Mi'kmaq have a deal that vows to offer more programs and more academic research that connects with First Nations communities.
- April 12: Funding for early intervention therapy for young children with autism is going to double over the next two years to help provide universal access to the program. Premier Darrell Dexter says the province will gradually increase funding from \$4 million a year to \$8 million a year.
- June 28 story: An aboriginal member of the R-C-M-P in Nova Scotia has become the first Mi'kmaq to become a commissioned officer. Stephen Gloade of the Millbrook First Nation has been promoted to inspector from sergeant.

### St John's, NL

Newcap Radio operates 4 radio stations in St John's, NL. VOXM-AM is a news-talk station, VOXM-FM is a Classic Rock station, CKIX-FM is a Classic Hits station and CJYQ-AM is a news/traditional Newfoundland music station.

### Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
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Clareville	CKVO-AM	News, Talk, Country, Trad NL music
Marystown	CHCM-AM	News, Talk, Country, Trad NL music
Carbonear	CHVO-FM	Country
Corner Brook	CFCB-AM	News, Talk, Country, Trad NL music
Corner Brook	CKXX-FM	Classic Rock
Goose Bay	CFLN-FM	News, Talk, Country, Trad NL music
Grand Falls	CKXG-FM	Classic Rock
Grand Falls	CKCM-AM	News, Talk, Country, Trad NL music
Gander	CKXD-FM	Classic Rock
Gander	CKGA-AM	News, Talk, Country, Trad NL music
Stephenville	CFSX-AM	News, Talk, Country, Trad NL music

#### Non-News Programming samples:

- November: PSA on Nunatsiavut Health and Social Dept hosting a 50+ Seniors Event.
- November: Story on the Business Arm of the Innu Nation hoping to build a Pellet Plant.
- August: PSA on Arthritis Society Joints in Motion.
- February: PSA on the Walk for Dog Guides.
- July: Arts Under the Stars-Free Arts Performances featuring Celtic and Greek influences.
- July: PSA for the Celebration of Nations Multicultural Food & Craft Fair.
- 2011 promotions: Songs were play listed by Aboriginal artists, Shane Yellowbird, Crystal Shawanda and Mike Gouchie, and African American, Darius Rucker.
- October 20: Announcer, Courtney Potts, did a piece on Shane Yellowbird's release of debut album *It's About Time*. Segment included background on his life, from an Alberta reservation, rodeo cowboy, sketch artist, hockey player, born with a pronounced stutter, used music to correct disability, and aspire to career in country music.

#### News Programming samples:

- August 8 story: Coalition of Persons with Disabilities endorses new para-transport operations
- February 9 story: 6<sup>th</sup> annual Aboriginal Women's Conference at Capital Hotel.
- January 25 story: Former PM Paul Martin and former first nations Chief Phil Fontaine speak on Aboriginal children in poverty.
- April 28 story: Special Olympians say 'thanks' for Law Enforcement Torch Run.
- October 19 story: CNIB gets a donation.
- January 6 story: Canadian Hard of Hearing Assoc major fundraiser.



- July 15 story: Golf Clinic for Blind Persons.
- June 16 story: Inuktitut language schools.
- October 25 story: Malawi human rights lecture.
- September 13 story: CHAMP speaks at war amps function.

## **Recruitment, Hiring and Retention**

### **Employment Practices**

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

### **Recruitment**

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

### **Hiring**

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

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

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents are made available to



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

#### Retention and Career Development

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

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcast industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. In addition to professional development sessions sponsored by Newcap, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
3. Attendance at conferences, trade shows and workshops is encouraged by Newcap as a means to exchange experiences and interact with other media personnel outside of the company.
4. Newcap's corporate office provides senior executive personnel in each field of discipline. These individuals act as a resource to station personnel. They are available on site at the discretion of the station management to provide mentorship, training and expertise to employees.

#### Newcap Initiatives

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



1. Newcap Radio Fredericton Office participated in an internship program, hosting one student journalist on a 4 week internship. This program is a necessary part of the college curriculum to work towards her journalism degree. She has also made herself available for some part-time news vacation coverage for the station since her internship.
2. Newcap provides a central job posting system managed by our Human Resources department that posts internal advancement opportunities to all Newcap employees. Job postings are also available on our website for individuals not currently employees of Newcap.
3. Our Cultural Diversity coordinator maintains a database of over 150 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.

#### Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio's objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data annually and communicate both the existing data and the objectives to all employees within Newcap Radio with recruiting responsibilities. During 2011 we experienced an overall gain in the representation of members of designated groups of 2%, with 56% of all current Newcap staff a member of at least one of the four designated group members, of women, Aboriginal Peoples, Visible Minority Persons and Persons with Disability. We have had three consecutive years of increases in representation.

The following table indicates the present status of our workforce.



## 2011 Cultural Diversity Report

Newcap Radio Workforce Data 2010 Payroll Data	Total Employees	Women	Aboriginal Peoples	Persons with Disabilities	Persons of Visible Minority
Alberta	503	252	20	3	16
Manitoba	68	32	2	-	21
Ontario	111	53	1	2	4
New Brunswick	74	30	-	1	-
Nova Scotia	148	70	5	3	1
Prince Edward island	37	19	-	-	-
Newfoundland-Labrador	177	79	8	4	3
Totals	1,118	535	36	13	45

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

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

### **Internship, Mentoring and Scholarships**

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

1. Employees identified as possessing potential for advancement are provided with opportunities to participate as guests in regional or strategic planning meetings and are given the opportunity to travel to other locations to share best practices, to learn from these experiences and to share their knowledge with personnel in other Newcap locations.





2. Newcap Radio is a Gold sponsor of Canadian Women in Communications and encourages local Chapter membership for its female employees. Newcap encourages participation in CWC training programs and provides time off for all training programs awarded.
3. Newcap Radio employs 3 Regional Vice Presidents to provide mentoring to the station General Managers and staff, and to identify and develop career paths for employees within the stations who possess potential for advancement.
4. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Newcap Radio underwrites all costs and time off that may be required.
5. Newcap Radio funds the membership in all professional associations relevant to an employee's field of expertise.

## **Community and Industry Outreach**

### **Support for Visible Minority Artists**

One of the pillars of the Commercial Radio Policy 2006 is the responsibility of radio broadcasters to provide airplay to, and to promote emerging Canadian artists and their music. Newcap Radio appreciates the necessity of a continuous stream of new musical content as a key to the long term success of the music industry in Canada. To this end, Newcap promotes airplay for established and emerging artists among its stations. Where possible, we identify artists for airplay that represent Aboriginal peoples, persons with disabilities and persons of visible minority. Appendix A provides a sample list of 100 emerging and established artists from diverse backgrounds receiving airplay on Newcap stations.



## Canadian Content Development – Industry Outreach Activities

Paragraph 135 of the Commercial Radio Policy 2006 identifies the broadcasters' commitment to the development of Canadian Content as one of the corporate aspects to be incorporated when considering cultural diversity in radio. At Newcap Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Newcap's commitment to Canadian Content Development is significant. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. In 2011, CCD initiatives designed to reflect diverse constituents totaled \$137,723. In addition to Newcap's CCD expenditures made directly for diversity related initiatives, Newcap contributed \$1,340,698 to FACTOR and Starmaker who also support diverse initiatives.

CCD initiatives funded during the 2011 broadcast year which benefit diverse groups included:

- Music & Film in Motion, Aboriginal Music
- Carivibe Multicultural Music Festival Association
- Aboriginal Voices Radio Network
- Lac La Biche School District
- Membertou First Nations Elementary School

A diversity related CCD initiative spearheaded by Newcap was the sponsorship of the CARIVIBE Festival Association in Ottawa. CARIVIBE is an annual celebration of the Caribbean artists and their music in the Nation's Capital. Its' mission is to provide a forum for education, community togetherness and cultural pride. CARIVIBE believes that it is important to provide a place where the community can participate in celebrations and cultural events that allow every individual to broaden the depth of their knowledge and embrace Ottawa's new face of diversity. The festival features traditional Caribbean music genres of Calypso, Soca, Reggae and Latin. Newcap has committed to this initiative for a 4-year term. The following memo outlines our commitment to this cultural event:



December 14.2011,

For over 9 years the name CARIVIBE has been synonymous with community togetherness and cultural pride.

The New Hot 89.9 has been a major financial supporter and exclusive radio-presenting sponsor for the past four years. Year after year, CARIVIBE's partnership with Newcap brings successful events that are unsurpassed in their level of excellence and creativity.

It was the vision of the Board of Directors and Planning Committee to educate, entertain and provide information to the community. Partnering with Newcap helped make our vision a reality - we could not have had these great successes without sponsors such as Newcap.

We look forward to continuing to build a valuable and mutually beneficial relationship.

Yours truly,

Trevor Mason  
Director

### Support of Canadian Broadcast Standards Council – Industry Outreach Activities

One of the basic responsibilities of the CBSC is to ensure, through self-regulation, the adherence by broadcasters to the Equitable Portrayal Code, released by the CRTC in Public Notice 2008-23. The first stated principle of the code is to ensure that the portrayal of the identified groups is comparable to, and reflective of, their actual social and professional achievements, education, contributions, interests and activities. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently three members of Newcap's management team volunteer with the CBSC in various capacities including membership on the board of directors, regional adjudicators and member-at-large adjudicators.

### Station Community Outreach Activities

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



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

- 4<sup>th</sup> Annual Diamonds & Denim – Canadian Paraplegic Association (Alberta) event to raise money for the organization, was supported via on air, website, and silent auction item donation. Newcap representatives also attended the event.
- July 31: Live broadcast from celebration concert for the United Nations Year of Persons of African Heritage. CKUL live six hour broadcast from concert site promoted the event.
- January 29: We produced a PSA promoting the Lloydminster Kinsmen and Kinettes fundraising event for Telemiracle. The event was emceed by Lloyd FM announcer Kurt Price.
- October 29: Tamara Wolfe hosted the fundraising concert in support of a young aboriginal child that has been diagnosed with glioblastoma, a very aggressive brain cancer.
- May 29: MS Walk in St. John's/Mount Pearl, emceed by Matthew Gillie.
- August 1: Caribbean Festival Coverage including live cut-ins from the festival inviting listeners to join in the events. Street team members were assigned to assist with the festival for the day.
- July 1: 2011 Canada Day Multicultural Festival. Rewind 103.9's community cruiser "Retro Ride" was on location at the Sudbury Arena.
- July 23: 2011 Greek Festival. Rewind's Retro Ride was in attendance, called in cuts and ate, A LOT.
- March 13: Hot Street Team was present at the Little NHL Opening Ceremonies handing out tattoos, and increasing the festival ambience.
- June 5: Major media partner for 'Relay for Life' events in Fredericton and Oromocto.
- May 29: CJMO Staff emceed the Multiple Sclerosis Walk in Riverview.
- January 7-17: We promoted Pathways to Employment. This group assists Mental Health patients work their way back to society and provides jobs. Scott from our Morning Show acted as Emcee for



the evening. We provided 84 thirty second produced spots and ticket giveaways. The event sold out.

- We have a continuing partnership with VANSDA (Valley African Nova Scotia Development Association), providing them with on air promos and promotional items as needed. (via Lisa Smith, K-Rock 89.3)

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

### **1. Subject: Aboriginal Letter**

**From:** Angela Grainger [<mailto:a.grainger@shawbiz.ca>]

**Sent:** Wednesday, March 23, 2011 3:33 PM

**To:** [hilarym@newcap.ca](mailto:hilarym@newcap.ca)

**Subject:** thank you!

Hilary

I want to send a sincere thank you for all you have done and are doing for Dominique Mallis. He continues to express his absolute appreciation for this opportunity stating that you put together a fantastic schedule and everyone has been extremely accommodating. The way you were described made me jealous and want you to be my boss...lol. I can't tell you enough how grateful we are for this experience. I don't know if you have any future openings for Dominique but I can assure you he would be an asset to your agency should the opportunity ever present itself. In the meantime, I just had to express my sincere thanks for everything. It makes my day to see the students getting the most out of this program and it inspires them to continue to pursue their dreams and goals and not just select jobs or industries that are, "taught, common, or because their family does it" With that said, I hope you have a great week and I look forward hearing more about this awesome experience.

In Spirit

### **Angela Grainger**

Urban Aboriginal Integrated Training Program Coordinator

Red Deer Aboriginal Employment Services

403.358.7734 phone

403.358.7735 fax



## 2. Subject: Children's Wish Foundation

**From:** "Doug Hill" <[dhill@mrm.ca](mailto:dhill@mrm.ca)>  
**Date:** Wed, 1 Jun 2011 16:35:41 -0300  
**To:** <[nsullivan@1035.com](mailto:nsullivan@1035.com)>; <[jaybedford@eagle1035.com](mailto:jaybedford@eagle1035.com)>; <[don.brown@ckch.ca](mailto:don.brown@ckch.ca)>  
**Subject:** Princess Tea Party

Hi guys

I just wanted to take a moment to thank you for your overwhelming support on this event. The air time and advertising which was dedicated to promoting this was far more than we could have expected.

The event was more successful than last year, and last minute ticket sales (especially at the door on Sunday) were phenomenal. I contribute these last minute sales to Nikki's relentless advertising in the final days as well as her trip to Queen Laurel's castle on Friday morning.

Obviously none of this would be possible without the support of management.

Children's Wish Foundation, like other great charities faces many challenges in an economy such as ours. You have no idea how much your generosity helps with our cause. As I told Nikki in the studio last week, our Sub-Chapter in Cape Breton raises more money than any other chapter in Atlantic Canada. It is because of great people like you we are able to achieve this.

On behalf of all our volunteers and the children we continue to assist, Thank You.

Regards,  
Doug Hill  
Area Coordinator  
Children's Wish Foundation  
Cape Breton



### **3. Subject: Scholarship Opportunities**

April 29, 2011

Lesley Ann Andrews  
Arts Education Consultant  
C.B.-Victoria Regional School Board  
275 George Street  
Sydney, Nova Scotia, B1P 1J7

Dear Ms Andrews:

I have been meaning to do this since I received the Giant Music Scholarship in December, 2010. I was very much surprised and delighted to be fortunate to have been chosen to receive this award. I am a grade eleven International student from Japan presently attending Holy Angels High School.

Winning this award has meant a lot to me. I play in the school band, but am also a member of the Cape Breton Orchestra. It has enabled me to rent a contrabass so that I was able to participate in the orchestra.

I want to take this opportunity to express my sincere thanks to you and the school board for making this dream possible.

Thank you again for choosing me.  
Regards

Maya Nagahara  
108 Broadway  
Sydney, Nova Scotia



#### **4. Subject: Partners for Workplace Inclusion Program (PWIP)**

Morning,

On behalf of myself, Joshua and PWIP (Partners for Workplace Inclusion Program) I'd like to say a big thank you for taking the time to work with Joshua. Joshua came to us from Canadian Council on Rehabilitation and Work, the Partners for Workplace Inclusion Program (PWIP) on a work trial. Joshua was so excited to be here with us learning about radio and our company. He certainly appreciated the time we took with him, noted how friendly and happy we are, and that Steele Communications was a great place to work! Great job all - Again, thank you all.

Cathy Ridgeley Ryan  
Operations Manager  
Steele Communications  
Direct: 709-570-1104  
Cell: 709-728-4419  
Fax: 709-726-4633  
Email: [cathyr@vocm.com](mailto:cathyr@vocm.com)

#### **2. Offering work experience expose's and tours to educational groups**

Newcap provides public access at all times for students to tour the facilities and learn about broadcasting and the music industry. In our Charlottetown facility, we provided several tours for students for children and youth from various types of community groups. We also had two coop students from one of the local high schools that have been job shadowing our program directors and have been involved in completing tasks that help various departments within our stations.

Our Fredericton office offered an educational opportunity for a journalism student intern during the year. This intern then volunteered to help out with vacation coverage at the station.

We also provided a young man to spend a day at our Nova Scotia station to learn about the radio industry. It was part of a program VANSDA set up to help individuals trying to decide what they want to do in life.





In July, over 100 children from the New Brunswick 4-H Club were doing a 4-H student exchange with an Alberta 4-H group. With CFCW being a major sponsor and supporter of 4-H, one of their activities included a tour of our West Edmonton Mall Newcap Studio. A few of the students even got to go on-air on CFCW and enjoy their 15 minutes of fame!

The following email from our office in Sydney provides a brief description of our outreach activities in the community:

As a result of the partnership formed last year with the Membertou First Nation to provide work experience for aboriginal youth, one of the program participants was appointed to represent CHRK-FM at all of our summer events and continues to work with our Street Team. We also renewed our sponsorship of the Aboriginal Music Program at Membertou Elementary by providing \$6400 to purchase traditional musical instruments.

Thanks,

Daryl

3. “Cause of the Day” feature in many of its markets across the country. The purpose of the feature is to provide a designated block of airtime that is dedicated to supporting community, cultural and health/wellness organizations. In the 41 markets that Newcap serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their causes. Following is a small sample of organizations benefiting from this initiative:
  - Tim Horton’s Camp Day raises funds so financially disadvantaged children can go to camp.
  - Stroll for Liver to further educate participants.
  - Alzheimer Society Memory Walk.
  - Canadian Blood Services and Alberta Health Services challenge across Alberta to raise units of blood donations.
  - Canadian Cancer Society Relay For Life – on-air interviews, PSAs and live jock talk.
  - Promoted Canadian Heart and Stroke Foundation fundraiser.
  - Kids Cancer Care Foundation.
  - Multiple Sclerosis fundraising support campaign- “Crusin for a Cause”.
  - Canadian National Institute for the Blind- technology and information fair- “Seeing Solutions through Sight”.
  - Canadian Paraplegic Association –Wheels in Motion.
  - Ronald McDonald House fundraising campaigns.
  - Cystic Fibrosis- Annual Great Strides Walk.



- Red Deer promoted the Diabetes fundraising run.
- Produced psa's for Crohns and Colitis Foundation fundraiser.
- Promoted programs of the Lloydminster Native Friendship Centre.
- Kidney Foundation Fun Run- "Give the Gift of Life" campaign.
- Canadian Mental Health Society- promoted awareness.
- Parkinson's Society Super walk.

#### 4. Community Input and Feedback

- Within our stations, we provide many opportunities for audience and community input and feedback. Methods used include:
  - Electronic media in the form of email, Website contact coordinates, social network media, texting
  - Focus groups at select stations for the purpose of interactive dialogue on programming
  - Call-in segments embedded in our daily programming

### **Internal Communication**

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

- Direct to all email for company-wide notifications
- Employee Relations Committee as forum to improve communications between staff and management
- Secure Newcap HR website and Job Posting website
- Cultural Diversity Coordinator who acts as a contact person to field questions with regards to Newcap's diversity policies and initiatives

### **Conclusion**

Newcap continues to strive to enhance our diverse population by reflecting Canada's diversity in commercial radio. This report provides a detailed account of our policies, objectives, accomplishments and future goals with respect to our cultural diversity plan. Sample extracts contained in this report provide a representative sample of the types of programming, workforce and outreach initiatives undertaken at Newcap stations to ensure that the interests of our diverse constituents are fulfilled.



## Appendix A

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

<b>Artist</b>	<b>Origin</b>
Afroman	African-American
Akon	Senegalese
Apl.de.ap(Black Eyed Peas)	Filipino
Aretha Franklin	African American
Anjulie*	Guyanese
B.B.King	African American, Person with Disabilities
Bedouin Soundclash	African-Canadian
Belly	Palestinian
Ben Harper	African-American
Billy Joel	Person with Disabilities
Bon Jovi	Italian – American
Bruno Mars*	Puerto Rican
Charlie Major	Aboriginal
Chuck Berry	African American
Crystal Shawanda *	Aboriginal
DRU *	African American
Danny Fernandes	Italian - Portuguese
Darius Rucker	African American
Dave Matthews Band	African-American
Def Leppard	Person with Disabilities
Diana Ross	African-American
Dick Nolan	Person with Disabilities
Down With Webster	African-Canadian
Dr. Hook	Person with Disabilities
Eagle-Eye Cherry	African American - Swedish
Edward Maya	Romanian
Elise Estrada	Filipino
Eva Avila	Peruvian
Far East Movement	Japanese,Chinese,Korean,Filipino
Four Tops	African American
Freddy Fender	Hispanic
Gary Numan	Person with Disabilities
Gnarls Barkley	African-American
Guns N Roses	African-American
Harry Martin	Aboriginal
Isley Brothers	African American
J.Cole*	African American
Jackie Wilson	African-American
Jim Fidler	Person with Disabilities, visually impaired



Jeff Healey	Person with Disabilities
Jimi Hendrix	African American
Joan Baez	Mexican
Johnny Mathis	African-American
Jose Feliciano	Latino, Visually Impaired
Journey	Filipino
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Sharp	Person with Disabilities
K'Naan	Somali
K-OS	Trinidad
Kreesha Turner	African American
Labrador Black Spruce	Aboriginal
Lady Gaga	Italian - Portuguese
Lenny Kravitz	Bahamian
Living Color	African- American
Los Lobos	Mexican
M.I.A.	Indian
Mamas & Papas	Aboriginal
Marco Calliari *	Italian
Massari	Lebanese
Mavericks	Cuban
Michael Franti	African-American
Mike Gouchie *	Aboriginal
Motley Crue	Person with Disabilities
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Nicki Minaj	Trinidadian
Otis Redding	African American
Outkast	African-American
Percy Sledge	African American
Pitbull	Cuban
Prince	African-American
Q-Benjamin *	African American
Queen	Indian-Persian
Raghaw *	East Indian
Ray Charles	African-American, visually impaired
Ray Parker Jr.	African-American
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Rod Jackson	Person with Disabilities
Ronnie Milsap	Person with Disabilities
Run DMC	African-American
Santana	Mexican
Sean Kingston	Jamaican
Sean Paul	Jamaican
Shaggy	Jamaican
Shakira	Columbian



Shane Yellowbird *	Aboriginal
Shawn Desman	Portuguese
Skraeling	Aboriginal
Steve Perry	Portuguese
Stevie Wonder	African American, Person with Disabilities
Susan Aglukark	Aboriginal
Terry Kelly	Person with Disabilities, visually impaired
Terri Gibb	Person with Disabilities, visually impaired
The Carpenters	Person with Disabilities
Thin Lizzy	African-Brazilian
Tone Loc	African-American
Wilson Pickett	African-American

\*Emerging Artists