



**Newcap Radio**

**Cultural Diversity Plan**

**2014 Annual Report**

Submitted January 20, 2015



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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,

(iii) 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 70 originating radio stations in 44 markets across 7 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’s 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 is 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 quarterly with each region to discuss employment equity and cultural diversity matters.
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

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, faxes, texting, and email as well as in-person access to on-air personnel at our local offices.

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

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

#### Kelowna/Penticton

Newcap Inc. operates 2 stations in the Okanagan valley. CIGV broadcasts throughout the valley and CKKO's coverage area is restricted to the Kelowna market. The format for CKKO-FM (Kelowna) is Classic Rock and CIGV-FM (Penticton) is Country music.

#### Non-News Programming samples:

- May 8 story: CNIB Charity Golf Classic supports programs and scholarships in the central Okanagan for those that are visually impaired.
- June 26 story: Story about a man with retinitis pigmentosa, a genetic disease causing blindness who went on to become a mechanic.
- July 23 story: Autistic boy becomes unofficial "aviation expert"; helps lead a parade with Harbor air.
- September 1 story: Shania Twain makes dream come true for a 34-year-old Halifax woman with Down syndrome.



#### News Programming samples:

- May 8 story: First Nations, Williams Lake Chilcotin land claim story.
- May 21 story: Penticton Indian band announces Boonstock Music Festival for August long weekend.
- May 17 story: East Indian Community harvest festival.
- May 29 story: Olympian Clara Hughes, bikes across Canada, to support mental illness.
- June 6 story: Okanagan teen with epilepsy who was nominated for an award for her work to raise money for the cause.
- June 11 story: Brand new heritage museum opened on the Westbank First Nations.
- June 13 story: Kelowna Paraplegic aiming for cross the lake swim.
- July 1 story: Celebrating Canada Day and contributions of local ethnic groups in Kelowna.
- September 21 story: CRIIS Awareness – an organization that enables adventure experiences for people who have catastrophic injuries, leaving them disabled.
- October 24 story: Colin Basran, East Indian heritage, running for Mayor.

#### Vancouver

Newcap Radio Inc. was granted approval in 2014 from the Canadian Radio-Television and Telecommunications Commission (CRTC) to acquire 3 radio stations from Bell Media Inc. On March 31, 2014, broadcasting licenses CKZZ-FM (Zed 95.3), CHHR-FM (LG 104.3 FM), and CISL-AM (AM 650) in Vancouver were acquired. CKZZ-FM format is Top 40/Pop; CHHR-FM is Classic Hits; and CISL broadcasts in the Oldies format.

#### Non-News Programming samples:

- June 7 story: Hats Off Day featuring Punjabi Bhangra group and a Brazilian drumming group.
- July 13/14 story: Caribbean Festival.
- July 19/20 story: Surrey Fusion Festival – Culture, food and entertainment from around the world.
- July story: PSA's for BC Epilepsy Society.
- August 7 story: Local You Tube Star and singer, Amrit Bains was a guest on the morning show with his song "Super Sweet City of Surrey".
- September 13 story: LG 104.3 is proud to take part in the 13th Annual Music Therapy Ride. Money raised for music therapy programs will benefit the B.C. Children's Hospital and G.F Strong Rehabilitation Centre.
- October 23 story: Music B.C's Strike a Chord; Presented by LG 104.3 - a unique event in support of the Music Heals Charitable Foundation. Money raised from ticket sales, donations and at the event will directly benefit music therapy programs in our community.



#### News Programming samples:

- August 5 story: Japan took the big honors in this year's Honda Celebration of Light! Japan's team Akariya narrowly beat out the USA and Team France, by only a few small points.
- October story: Vancouver Master Indian Chef Vikram Vij will join Arlene Dickinson, The Wealthy Barber David Chilton and Boston Pizza's Jim Treiving in the Den.
- October story: And the winners are India's Kailash Satyarthi and Pakistan's Malala Yousafzai. The Nobel Peace Prize was handed out today and both won for their push for children's right to education.
- October story: Facebook CEO Mark Zuckerberg and his Chinese wife, Priscilla Chan, are donating \$25 million to the effort against Ebola in Guinea, Liberia and Sierra Leone.

#### Ottawa

Newcap Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is Pop/Top 40. 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:

- January 17 story: Group from University of Toronto make 3d prosthetic arms for kids with disabilities in Uganda.
- February 7 story: Assembly of First Nations National Chief Shawn Atleo calls an education deal announced today the beginning of a new era for First Nations children.
- February 13 story: Figure skater Patrick Chan, Chinese Canadian, is second after the men's short program but it's Russian Evgeny Plushchenko that has people talking today.
- Feb 14 story: Nepalese government cuts cost of climbing Mount Everest.
- March 7 story: The Sicilian space program was discussed.
- March 12 story: Olivia Chow has given up her seat in Parliament and is expected to formally launch her Toronto mayoral campaign.
- March 27 story: The first Cybathlon, an Olympics for bionic athletes, will take place in Switzerland in October 2016. There will also be races for competitors wearing prosthetic limbs and exo-skeletons.
- April 7 story: Documentary on private life of Moammar Gadhafi, Libyan ruler.





- April 21 story: 118th Boston Marathon; with top-ranked Kenyan and Ethiopian runners among the second-largest field in the race's history.
- May 28 story: Maya Angelou, an African American Poet, performer, educator and activist is being remembered as a phenomenal woman who became a pioneering force for change.
- June 3 story: Today marks the 10<sup>th</sup> anniversary for the Aboriginal Arts and Stories Awards. Participants of First Nations, Métis and Inuit descents are invited to write a short story or create a piece of artwork about a defining moment in Aboriginal history.
- July 14 story: Singing school in Israel teaches singing to Israeli and Palestinian students.
- July 25 story: Algonquin College names first ever female president.
- September 30 story: Qiyu Zhou wins ninth World Youth Chess Championship in South Africa.
- August 22 story: Uvanga released this week – movie about Inuit people.
- November 28 story: Miracle League of Ottawa to start building baseball diamond for kids with special needs.

#### News Programming samples:

- January 14 story: Jamaican native Delroy Clarke signs with Ottawa Red Blacks CFL team.
- February 12 story: Algonquin College opening two more campuses in Saudi Arabia.
- March 5 story: Wheelchair curler Sonja Gaudet has been named as Canada's flag-bearer for the opening ceremony of Paralympics Games in Sochi, Russia.
- May 26 story: Ethiopian sets new Canadian marathon record at Ottawa race weekend.
- June 2 story: Hideki Matsuyama, Japanese professional golfer, wins first PGA title.
- June 11 story: Brazilian president, Dilma Rousseff, calls on residents to support the team for upcoming world cup.
- September 11 story: Saku Koivu, Finnish professional ice hockey player retiring.
- July 15 story: Alice Coachman Davis, first black woman to win an Olympic gold medal, has died at age 90.
- July 16 story: Bashar Assad sworn in as Syrian President.
- September 15 story: Petro Poroshenko in Ottawa this week to thank Ukrainian Canadians for support.
- September 19 story: Chinese tennis star Li Na announces retirement.
- October 31 story: Liberia opens biggest Ebola treatment centre.
- November 28 story: Michaëlle Jean, Haitian, a candidate to be Secretary General of the Francophone summit in Africa.



## Toronto

Newcap Radio Inc. was granted approval in 2014 from the Canadian Radio-Television and Telecommunications Commission (CRTC) to acquire 2 radio stations from Bell Media Inc. On March, 31 2014, the purchase authorization was finalized to acquire CHBM-FM (Boom 97.3) and CFXL-FM (93.5 Flow) in Toronto, Ontario. The format for CHBM-FM is Classic Hits and CFXL-FM is Top 40/Pop.

### Non-News Programming samples:

- March 7 story: Celebrating International Women's Day. The focus of the celebration ranges from general celebration of respect, appreciation and love towards women to a celebration for women's economic, political, and social achievements.
- June 21 story: National Aboriginal day – This date is to celebrate the unique heritage, diverse cultures, and outstanding achievements of the nation's Aboriginal peoples.
- December 3 story: International Day of Persons with Disabilities; the observance of the Day aims to promote an understanding of disability issues and mobilize support for the dignity, rights and well-being of persons with disabilities. It also seeks to increase awareness of gains to be derived from the integration of persons with disabilities in every aspect of political, social, economic and cultural life.

### News Programming samples:

- February 10-19 story: Sochi Russia Olympic Update.
- April 2 story: World Autism Awareness Day; raise awareness of autism on all levels in society.
- May 29 story: Olympia Clara Hughes, bikes across Canada, to support mental illness.
- July 3 story: Special Olympics National Summer Games.
- October story: World Sight Day; raising awareness for the blind, and people with visual impairments.

## Edmonton

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



Non-News Programming samples:

- March 8 story: Presentation of Air Supply at River Cree Resort.
- August 2-4 story: Sponsor of Heritage Festival, an annual showcase and celebration of Canada's vibrant multicultural heritage.
- September 4 story: Sponsor of Flames of Hope Golf Tourney - for Canadian Diabetes Association.

News Programming samples:

- February 7 story: The Prime Minister and the Assembly of First Nations announce a plan to retool aboriginal education.
- April 25 story: The Associate Minister of Services for Persons with Disabilities is travelling through Alberta gathering information on how to provide better help for people with disabilities.
- September 24 story: A future park in Edmonton will be named after the city's first aboriginal police officer.

Calgary

Newcap Radio has 2 licenses 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 and community events with minimal spoken word content.

News programming samples:

- Throughout 2014, there has been ongoing sponsorship for:
  - Calgary Multi-cultural Association
  - Immigrant Services of Calgary (visible minority focus)
  - Ability Society( persons with disabilities)
  - Life without Limits (cerebral palsy organization)
  - Aboriginal Friendship Centre
  - Immigrant Services
  - Aboriginal Friendship Center
  - Ghost River Aboriginal Reserve
  - The Alex (health care for low-income, homeless, and immigrant Calgarians)



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 2014: 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.
- January 18: PSA ran for Ukrainian New Year’s Malanka Celebration.
- March 21: Wear Yellow Dinner and Dance PSA for a young girl with a Brain Injury; raised money for an institute in Ponoka that helps Mental Health & Brain Injury.
- June 24: PSA and Prize Patrol visit for the First Nations Camrose Railway Park National Aboriginal Day celebration.
- July 18-20: Shared & promoted Klondike Park with Kiyanaw, an aboriginal exhibit.
- August 24: PSA for Viva Italia Viva Edmonton festival.
- October 18: PSA in support of the Olive Tree Project caring for Health & well being of women & children in Haiti.
- December 20 story: PSA ran for this event in Carvel where they sang traditional Ukrainian Christmas carols.

News Programming samples:

- January 27 story: Canada’s environment department is going to work with First Nations and Metis in the Joint Oil Sands Monitoring program.
- March 7 story: A community effort in Edmonton to match the province’s 100 thousand dollar aid commitment for Ukraine begins.
- May 30 story: South Africa’s Desmond Tutu tours the oil sands near Fort Mac as a guest of local native groups.

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-FM	Country
	CIXF-FM	Classic Hits
Drumheller	CKDQ-AM	Country
Stettler	CKSQ-FM	Country
Blairmore	CJPR-FM	Country



Central Alberta is an agriculturally based economy, supplemented by moderate oil activity. The markets are all small, with a significant rural component. Agriculture and weather play a significant role in the lives of 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 12 story: Ronald McDonald House Freeze the House bonspiel to help raise money for the house.
- June 4 story: PSA for Canadian Paraplegic Association Golf Classic.
- July 28 story: Smokin Summer days Harley Davidson BBQ all proceeds went to The Kidney Foundation.
- August 17-18 story: Fiestaval - Promoted the opportunity to experience Latin American arts, rhythms, and flavors.

News programming samples:

- January 19 story: Officials with Red Deer public schools are encouraging families with young children to consider enrolling them in their Spanish bilingual program.
- March 5 story: Marlin Styner, a quadriplegic, was the chair of the Premier's Council on Disabilities.
- May 6 story: Latiya Northwest has won the 2014 Indigenous shining student award. This award recognizes a First Nations, Metis, or Inuit student who demonstrates leadership and inspires others through an aboriginal perspective, embracing and respecting all cultures.
- June 21 story: Fort Normadeau is celebrating aboriginal day today with teepee making and bannock baking workshops.
- July 27 story: A Lacombe based charitable organization is looking for support to provide 90 thousand people in South Sudan with access to clean drinking water.
- October 30 story: Kenyan education representatives made a special visit to the Red Deer College to explore Alberta's approach to education.
- November 30 story: The Red Deer Native Friendship Center marked the official opening of the new Aboriginal Youth Centre for Success.



## 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	CHSP-FM	Country
Bonnyville	CJEG-FM	Pop/Top 40
Lac La Biche	CILB-FM	Classic Hits
Wetaskiwin	CKJR-AM	Classic Hits

### Non-News programming samples:

- May 15 story: Kevin Brooks, a paraplegic motivational speaker, spoke on air and later at the school, about what happened to him.
- June 12 story: 3<sup>rd</sup> Annual Teepee Raising Ceremony – Part of National Aboriginal Day.
- June 13 story: Multiple Sclerosis Golf Tournament.
- June 20 story: Venice Picnic, community event for Italian community in Lac La Biche.
- July 2 story: Native Friendship Centre Day Camp (Lloyd on Lloyd).
- July 7 story: St. Paul Abilities Network.
- July 24 story: Snowflake House Radio Auction for people with disabilities.
- Wetaskiwin station airs the following weekly ethnic programs:
  - Sunday 9:30am – 10:30am – Iglesia De Dios (Spanish religious program)
  - Sunday 2pm – 5:30pm – Augarela Portuguesa show
  - Sunday 5:30pm – 7:30pm – Italianissimo show
  - Monday-Friday 6pm–10pm – Radio Sangsuran (East Indian music, news and information)

### News Programming samples:

- January 10 story: Former Cuban President Fidel Castro made his first public appearance in nine months in Havana.
- January 30 story: Millions of people in China have been on the move the last few days. This is the first day of the Lunar New Year ... a two-week long festival that puts a big emphasis on visiting family.
- February 4 story: The winter games are set to begin in Sochi, Russia.



- March 28 story: The province of Alberta has announced all kindergarten to grade 12 curriculums will include mandatory content on the significance of residential schools and First Nation treaties.
- April 1 story: For the first time in more than three years, residents living near Japan's Fukushima nuclear plant were finally allowed to return home.
- April 28 story: Brazilian soccer star, Dani Alves, is making big news today in the matchup between Barcelona and Villareal.
- August 5 story: U-S President, African American, Barack Obama is hosting a historic three-day summit with African leaders in Washington.
- October 10 story: Pakistani Malala Yousafzai, is considered a favorite to receive the Nobel Peace Prize. This morning she is being honored with Europe's top human rights award.

### 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	CKWB-FM	Classic Hits

### Non-News Programming samples:

- January 14 story: The Canadian Council for Aboriginal Business is committed, as a non-profit organization, to encourage participation of Aboriginal people in Canada's economy.
- February 6 story: High Prairie Aboriginal Interagency Committee held a celebration including dancing to live cultural music, a dinner, and giveaways and is held in honor of the aboriginal community and culture.
- February 27 story: MS Society Special Projects Manager for Westlock held a focus group at the Rotary Spirit Centre last night to meet, educate and receive feedback.
- May 29 story: Breaking Barriers Cerebral Palsy Walk- Joined by Cynthia Deynaka (sufferer of Cerebral Palsy), a student of a local high school who organized a walk to give back to the Cerebral Palsy Association in Alberta.
- July 1 story: Enjoy displays, performances and food from various multi-cultures on Canada Day.
- September 4 story: High Prairie and District Museum Alberta Culture Days is an annual provincial event to celebrate aboriginal themed arts and culture including live music and art displays.
- December 24 story: Had a discussion on the air about the different meanings of the holidays and Christmas to the different cultures.



#### News Programming samples:

- April 28 story: Interview with Debbie Boisvert from Alberta Works in Whitecourt about AB Works Week which is focusing on Employment for Persons with Disabilities.
- May 14 story: Rotary Park Concession hiring Persons with Disabilities.
- May 14 story: Bikers will be riding alongside Quadriplegic Trina Preugschas, in the six day, 273 kilometer bicycle tour.
- June 18 story: Walk for Friendship – Interview with Jule Asterisk about the Slave Lake Friendship Center.
- June 26 story: Supreme Court of Canada grants title land to Aboriginal Group in British Columbia.
- August 15 story: The MS Poker Rally is taking place to raise money for the Lakeland MS Society.
- September 15 story: Heritage Fest is coming to St. Paul.
- September 25 story: Atikameg School and Whitefish Lake First Nation were recognized with the Friends of Education Award. The award recognizes individuals and organizations in the community who have made a special contribution to education in Alberta.

#### Sudbury

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

#### Non-News Programming samples:

- January 7-31 story: Easter Seals “Dancing with the Stars” event, supporting people with disabilities.
- March 12 story: Congress of Aboriginal Peoples Grassroots Engagement Tour.
- April 22-24 story: N'Swakawok Friendship Center - Aboriginals Got Talent.
- June 3-21 story: National Aboriginal Day & Talent Show.
- June 6 story: Princess Anne P.S. School students hosted a Pow Wow that showcased Aboriginal culture such as drumming, dancing, singing and art.
- July 1-13 story: Chinese Dragon Boat Festival and the Annual Caruso Club Italian Festival.
- October 3 story: Oktoberfest will feature a full lineup of great live music, German style foods, and cultural activities.
- October 29 story: Laurentian Convocation Ceremonies awarding an honorary doctorate to Former National Chief of the Assembly of First Nations Phil Fontaine for public service.
- November 2 story: Canadian Hard of Hearing Association Ultimate Dream Home.





- November 12 story: Princes Anne Visits Inuit Centre. She learned about Canadian Inuit history, and about community outreach at the Ottawa Inuit Children's Centre and also listened to traditional throat singing.

#### News Programming samples:

- February 7 story: The provincial government is improving access to diabetes services with First Nations communities.
- March 5 story: Wheelchair curler Sonja Gaudet will lead a Canadian contingent of 54 athletes into the Olympic stadium for the opening of the Sochi Paralympic games.
- March 27 story: The province has reached a new framework deal with the Nine Matawa-First Nations in the ring of fire region that will ensure communities see gains from the development of the mining project.
- April 30 story: Pilot project is being launched to help aboriginal students develop business and entrepreneurial skills.
- May 27 story: Native Education Reform & Chiefs Plan to Elect New AFN National Chief.
- November 24 story: Sudbury Dragon Boat Festival–Charity announcement.

#### Moncton

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

#### Non-News Programming samples:

- April 1 story: Promoted the upcoming Gutsy Walk for Crohn's and Colitis Canada.
- April 21 story: Promoted fundraising event for Jonathan Henry who is representing Canada at the Down Syndrome World Swimming Championships in Mexico.
- May 23 story: Promoted the 11<sup>th</sup> Annual Alzheimer Society "Walk for Memories".
- June 17 story: Moncton city council reviews new immigration strategy.

#### News Programming samples:

- February 19-20 story: United Way PSA to raise money for the campaign which benefits the visually impaired.
- March 28 story: New Brunswick disability funding agreed to by province and federal government to aid people with disabilities to enter the job market.
- April 4 story: Multicultural festival will be held in Moncton in July.
- June 14 story: Career job expo focused on people with disabilities is being held at the Delta Beausejour Hotel in Moncton.



- June 17 story: Chinese trade mission visits Moncton.
- August 1 story: Roger Augustine, regional chief of the Assembly of First Nations, named to the Order of New Brunswick.
- October 2 story: Armenian festival in Moncton begins tonight. Armenia is a very small country bordering Turkey.
- October 16 story: A Canadian citizenship ceremony was held in Moncton today for forty seven people from twenty one countries.

### Fredericton

Newcap Radio operates 2 stations in Fredericton, CFRK-FM, a CHR station, and CIHI- FM, a classic hits station.

#### Non-News Programming samples:

- January 28 story: PSA promoting Chinese New Year is the most important celebration in the Chinese calendar. The event will feature traditional songs, dances, costumes and rituals from Chinese culture. A highlight will be the lion dance which invites good luck.
- February 25 story: The Jedi Plenary is coming to Fredericton to celebrate innovative aboriginal entrepreneurs and foster more innovation among aboriginal businesses.
- April 6 story: 5th Annual Kidney Foundation Bowl-a-thon.
- April 26 story: Annual Breakfast for Parkinson's fundraiser.
- June 20-28 story: In celebration of Canadian Multiculturalism Day, the Multicultural Association of Fredericton Inc. (MCAF) is pleased to announce the 6th annual Cultural Expressions Festival in partnership with local cultural groups and community organizations. This year's theme, Carnaval: Viva La Vida will feature the diverse culture of Latin America. The festival will showcase dance, music, art, displays and food from countries represented by Fredericton's 14 ethno-cultural groups. Venezuelan-born, singer Eliana Cuevas will kick off the Cultural Expressions Festival with a special Latin Jazz performance.
- October 21 story: Kerry Flynn, a young man living with Asperger's Syndrome, gives an insightful, informative, and inspirational presentation on the challenges he faces, the successes he has, and the many influences along the way. It is filled with real life experiences, as well as helpful tips for parents and those who work with people living with Autism Spectrum Disorders.
- November 14 story: Ten thousand Villages – The event, which is in its 14th year, provides an opportunity for people to invest in the world. Purchases made during the sale invest in the lives of skilled artisans in Africa, Asia and Latin America.



News Programming samples:

- February 21 story: Affordable housing units opened for low income and persons with disabilities.
- February 27 story: Joint Economic Development Initiative held for budding aboriginal entrepreneurs.
- May 12 story: New Delhi native, Charit Khatri wins intercultural award from City of Fredericton.
- October 13 story: First Nations Graydon Nicholas and his wife are recognized for service as New Brunswick Lieutenant Governor at the council meeting.
- December story: Pakistanti-Canadian Association of New Brunswick made a food donation to the Greener Village Community Food Centre in Fredericton for their school lunch program.

Miramichi

Newcap Radio operates CHHI-FM, Sun Radio in Miramichi. The station broadcasts in the CHR format.

Non-News Programming samples:

- April 3 story: CIBC is proud to welcome home Canadian Paralympian Louis Fortin to a community celebration on April 5 following his performance in cross country skiing at the recent Sochi 2014 Paralympic Winter Games.
- June 21 story: National Aboriginal Day - Day to recognize the unique heritage, diverse cultures and contributions of Canada's First Nations.

News Programming samples:

- June 2 story: Federal government gives money to two groups at UNB doing research on dermoskeletonics for amputees.
- July 17 story: The New Brunswick government is providing 50 thousand dollars in funding to purchase specially adapted sport and recreation equipment for youngsters with disabilities.
- December 3 story: Olivia Chow, Chinese, wants to be Toronto Mayor.

Charlottetown

Newcap Radio operates 2 radio stations in Charlottetown, P.E.I. CHTN-FM is a Classic Hits station and CKQK-FM is a Pop/Top 40 station.

Non-News Programming samples:

- January 18 story: Canadian Lebanese Association of Prince Edward Island evening will feature a full traditional authentic Lebanese Buffet



- including: Hummus, Tabouli, Kibbee, Grape Leaves, Cabbage Rolls and Lebanese Sweets; as well as belly dancing.
- February 9 story: PSA: PEI Cantonese Friendship Association's New Year Potluck Dinner.
  - April 23 story: PSA – Kenya 2015 – Educational Travel for Global Awareness and Volunteerism.
  - June 21 story: PSA/CRUISER: National Aboriginal Day, June 21<sup>st</sup> at Victoria Park for National Aboriginal Day Celebrations. Also encouraged everyone to participate in our 12th Annual Moccasin Walk.
  - August 16 story: Celebrated the 22nd Annual Abegweit Pow. There were traditional dancers, a Mi'kmaq feast and traditional teachings.
  - September 30 story: PSA: The Bhutanese Association of PEI would like to invite all Islanders to the Durga Puja Festival 2014. South Asian snacks will be served while you enjoy cultural dancing by Bhutanese youth.
  - December 6 story: PSA: Ghanaians Cultural Show. The show raises funds to help the poor and sick in Mampong, a village in Ghana.
  - December 12 story: Island born Paralympics star Mark Arendz finished second in a biathlon competition in Finland. He won a silver medal in the sprint race at the Para-Nordic World Cup event.

#### News Programming samples:

- April 13 story: PEI Tourism Minister Robert Henderson is enthused by a new Japanese TV series which tells the story of the woman who translated Anne of Green Gables into Japanese in World War II. Hanako & Anne just began airing on NHK TV in Japan on March 31<sup>st</sup>.
- May 15 story: The Native Council of Prince Edward Island says six Aboriginal youth will be receiving the prestigious Duke of Edinburgh's Awards.
- June 13 story: Special Olympics PEI announces that CFL Hall of Fame Quarterback Damon Allen, African-American, will be joining the 25th Anniversary of the Special Olympics Festival.
- July 3-13 story: We provided extensive coverage of PEI's participation in the Special Olympics National Summer Games.
- August 16 story: The Native Council of Prince Edward Island is celebrating the 22nd annual Abegweit Pow Wow. Between 4 and 6 thousand people are expected for the weekend. The Pow Wow acts as a means of promoting and preserving Aboriginal Culture and Heritage and brings people from across North America to the Panmure Island Cultural Grounds.
- September 17 story: Two Island Special Olympics Athletes have been named to the Team Canada training squad for the 2015 World Summer Games in Los Angeles. They are 10 pin bowler Jenna Smith and John Paynter, who will train in athletics.



## Halifax

Newcap Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax, Nova Scotia. CFRQ-FM is a Classic Rock station, and CKUL-FM is a Pop/Top 40 station.

### Non-News Programming samples:

- June 8 story: Walk to Fight Arthritis- PSA's to promote event; website and social media exposure, and also on site day of event.
- August 21 story: Mi'kmaw Summer games announcement.
- August 22 story: Prismatic Festival; A festival of music, art and theater that highlights aboriginals and incorporates other cultures.

### News Programming samples:

- February 14 story: Patrick Chan, Chinese, wins silver medal in figure skating.
- February 17 story: February Holiday to be named for Viola Desmond, African American Nova Scotian woman.
- March 10 story: Canada wins Paralympics gold in cross country skiing.
- May 13 story: Halifax police announce plan to launch their own training program, for women and visible minorities.
- June 28 story: Kids learning Mik'maw language will soon be able to read 7 classic Robert Munsch books that have been translated into native language.
- July 4 story: Irving Shipbuilding signs contract with Nova Scotia Mik'maw to get First Nations involved in trades at Halifax shipyard.
- July 11 story: African American LeBron James returning to Cleveland Cavaliers.
- July 30 story: Shubenacadie First Nation goes back to its traditional native band name.
- December 19 story: Ice bucket challenge raises over \$16 M for programs & services for Canadians with ALS.

## Sydney, Nova Scotia

Newcap operates two stations in Sydney. CHRK-FM is in a Pop/Top 40 format, while CKCM-FM is a country formatted station.

### Non-News Programming samples:

- February 29 story: We discussed and promoted the Membertou Development Corporation as the inaugural winner of the Aboriginal Economic Development Corporation (AEDC) Award for 2014.



- March 27 story: Interview with Bill Niven, producer of the mini-series "Book of Negroes" which was filming locally in Louisburg. The location is a National Historic site.
- May 23 story: We promoted and hosted a showcase for singer Genevieve Fisher during her visit to Sydney. Genevieve is from the Chippewas of Kettle & Stony Point First Nation.
- June 21 story: On-air promos to support Mi'kmaq heritage with a Pow-Wow at the Fortress of Louisburg. The event is made up of traditional song and dance, Mi'kmaq storytellers speak of their culture and their legends. The day also featured traditional Aboriginal food.
- August 14 story: PSA for The Glace Bay UNIA Cultural Museum Marcus Garvey Days. Marcus Garvey established the UNIA in 1914 and promoted improved education and self-reliance for people with African Heritage.
- September 15 story: We promoted and discussed the website wowjobs.ca. This website provides a comprehensive listing of job opportunities for all groups – "All qualified candidates including African Canadians and other members of the visible minority community, Aboriginal peoples, persons with disabilities, and women in non-traditional roles are encouraged to apply."
- October story: We promoted on air and via social media "for any Grade 11 or 12 students who may be interested in applying for the AFOA-Potash Corp Aboriginal Youth Financial Management Awards and Scholarships, to check out the link.

#### News Programming samples:

- January story: A memorandum of understanding signed yesterday between Chief Terrance Paul of Membertou and Chief Leroy Denny of Eskasoni will see the communities work together to market their labor force.
- January story: African American, Chester Borden, is this year's recipient of the Tom Miller Human Rights Award.
- February story: Dr. Graham Reynolds spoke to hundreds of students about the Viola Desmond Chair in Social Justice. It is founded in honor of Viola Desmond, Canada's civil rights icon and pioneer African-Nova Scotian businesswoman.
- February story: High school students with disabilities from across the province have an opportunity to apply for scholarships courtesy of The Partnership for Access Awareness Nova Scotia and the Nova Scotia League of Equal Opportunities.
- May story: After a year of discussing and planning, the members of St. Mary's Polish Church in Whitney Pier unveiled a Cape Breton Polish Tartan last night.
- July story: Indian Act/Land Code.



- October story: It is Treaty Day in Nova Scotia. Treaty Day was proclaimed in 1993 by then Premier John Savage and Grand Chief Ben Sillyboy but it really began in 1986.

### Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

Non-News Programming samples:

- March 15 story: K-Rock has teamed up with L'Arche Homefires which is a local organization that provides employment opportunities for persons with developmental disabilities.
- May 14 story: K-Rock promoted a BBQ fundraiser for New Boundaries in Windsor which is an organization that provides employment opportunities for persons with special needs. We promoted the event on the air with our K-Rock calendar, had the K-Rock cruiser on site for the event and called in live clips as well.
- September 7 story: K-Rock promoted the "Parkinson's Superwalk" in Berwick through our on air and online calendars.
- October 13 story: K-Rock promoted the 3<sup>rd</sup> annual "Squash CF" fundraiser in support of fighting Cystic Fibrosis through our on air and online calendars. We also had the organizer of the event Tim Vallille on the air for 2 interviews during the morning show.

News Programming samples:

- May 5 story: The Assembly of First Nations says it may appoint a temporary national chief to replace Shawn Atleo.
- July 3 story: Irving Shipbuilding says it is employing aboriginal workers who graduated from a Mi'kmaq training program as a first step towards recruiting more minority workers.
- October 20 story: The National Aboriginal Women's Summit is being hosted by the Nova Scotia government and the Native Women's Association of Canada. The three day meeting aims to empower aboriginal women.
- December 6 story: 89.3 K-Rock promoted a fundraiser for a local person, Joe Dunbar, who had lost his leg because of a rare type of infection.

### 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>
Clarenville	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:

- April 2 story: 99.1 Hits FM's annual Pay for Play event happened today. All day, listeners made donations to hear a song of their choice. This year's donations are going towards the Autism Society NL. So far, the event has raised \$17,000 for the Society.
- June 9 story: A company involved with training for Aboriginal communities in this province and nationwide has signed an agreement that will offer Aboriginal workers access to more jobs and training.
- July 9 story: More than 50 athletes from this province are in Vancouver participating in the Special Olympics Canada Summer Games. The athletes will compete in sports like 5-pin bowling, golf, power lifting, gymnastics, and swimming.
- July 22 story: Nunatukavut is planning a big celebration next year to mark the 250th anniversary of what they call the first and only historic British-Inuit treaty ever made.
- August 1 story: Mentions of the 7th Atlantic Aboriginal Entrepreneurs Award Show happening on Sept 16<sup>th</sup> at the Membertou Trade and Convention Centre.
- August 1 story: August 8<sup>th</sup> – 10<sup>th</sup> is the 19th Annual Multi-Cultural Youth Gathering, for all aboriginal and non-aboriginal youth all across Labrador. They will experience many traditions from different cultures.
- August 21 story: Sailor Jerry and Bikers for Autism will be dropping by Cape Spear tomorrow as part of their 15-day motorcycle fundraising tour. The group will be stopping in 13 cities to support national programs that help families affected by autism.
- September 2 story: Memorial University of Newfoundland is increasingly attracting a diverse student body from around the world. Sahil is a first year student from India studying statistics.





- September 5 story: Cristine Reyes, Pilipino woman, was representing the Carpenters-Millwrights College in carpentry at the United Brotherhood of Carpenters national competition. Reyes was the only female out of the 30 contestants in her division.
- October 20 story: New Cultural Language Program – language camp for Qualipu & MiKmaq.
- October 28 story: PSA for Law Enforcement Torch Run, Grand Bank/Fortune in support of Special Olympics.
- September 1 story: CHCM promoted Philippine Association Concert.
- November 24 story: Live interview about the Youth Aboriginal network, with Grenfell organizer Chelsea Morris and 2 students representing Innu and Inuit.
- December 2 story: The Network of Disability Associations is hosting a breakfast this morning with the theme of Creating Enabling Work Environments.

#### News Programming samples:

- January 22 story: Liberal MP Judy Foote says Premier Dunderdale should be proud of having served as the first female premier of our province and inspiring other women to become leaders in their fields.
- January 27 story: 2014 Grammy Award Winner-Best Solo Performance – African American, Darius Rucker.
- February 1 story: A proclamation was signed stating February 2 - 8th would be White Cane Week in the province, joining the rest of Canada in the designation. This will be the 66th year for the public awareness program, which aims to remind Canadians that the traditional White Cane is a symbol of independence, not dependence, and that a lack of sight is not a lack of vision.
- February 10 story: Interview with Autism Chair, Kelli Lannon Re: Annual Snow Ride Fundraiser.
- February 15 story: Three students with disabilities graduating high school this year will have the chance to receive a scholarship for their post-secondary education thanks to the Coalition of Persons with Disabilities.
- February 25 story: Elder Innu woman, Elizabeth Penashue, on final Spring Trek into Mealy Mountains.
- March 6 story: Nunatsiavut Government Strategic Plan on revitalizing Inuit culture.
- May 16 story: Six hundred thousand dollars announced for inclusion and support of persons with disabilities.
- July 8 story: Notice of St George's Powwow on weekend.
- August 19 story: Premier Marshall announces new initiatives to support building Aboriginal capacity and expertise in government, school curriculum and land claims.



- August 26 story: The Canadian Association of Women in Construction launched its women's advancement project in St. John's today. They are developing an action plan to get women in the skilled trades, as well as more advancement once they're working in the industry.
- September 4 story: The Filipino Association of Newfoundland and Labrador will hold a concert to thank people for their efforts in donating to Typhoon Haiyan.
- September 23 story: An employee with Iron Ore Company of Canada is the first woman to head up the province's mining industry association.
- October 1 story: Todd Russel has received the Aboriginal Order of Canada. He is now President of NunatuKavut. The Order was created to honour those in the aboriginal community who have made significant contributions to the aboriginal peoples of Canada.
- October 14 story: St John's International Women's Film Festival celebrates 25 years.
- October 21 story: Three disabled people are getting help finding work in the metro area every month thanks to the Partners for Workplace Inclusion Program.
- November 20 story: A group of licensed Jamaican LPNs hired to fill positions at the new long term care facility in St. John's.

## **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 of 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 Gander/Grand Falls provided Stephanie Dalley the opportunity to work as a Summer Road show student. She also experienced the work of an On Air Person.
2. Hot 105.5's Morning Hot Tub gave two high school students the opportunity to shadow them during the morning show, reading the weather on-air, chatting about various things, and learning the ins and outs of radio.
3. Newcap Fredericton has had students from the two local high schools taking part in a co-op education program since 2013. This includes job shadowing and also having the students do selected tasks. They are in the office daily during school days. They have one to two students per semester. UP! 93.1 and The New HOT 92.3 also had an autistic high school student take part in a co-op program this year. He was very good at production and also used the office to work on his socializing skills. On air staff also visited several schools to answer questions about working in radio.
4. The Red Deer office hosted a student from Red Deer Aboriginal Employment Services. The student was given the opportunity to job shadow in various departments.
5. Newcap Radio Halifax, had a Community College Radio and Television Arts student spend a three week internship in our Creative department.
6. 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.



- Our Cultural Diversity coordinator maintains a database of over 100 educational institutions, employment agencies and associations representing aboriginal peoples, persons with disabilities and persons of visible minorities. All Newcap job postings are sent to these organization by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.

Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio’s objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data quarterly and communicate both the existing data and the objectives to all employees within Newcap Radio with recruiting responsibilities. An incentive plan has been incorporated and designed to encourage our senior managers to improve representation of women, Aboriginal Peoples, Visible Minority Persons and Persons with Disability. Progress is monitored and reported to the senior managers annually.

The following table indicates the present status of our workforce.

<b>Newcap Radio Workforce Data 2013 Payroll Data</b>	<b>Total Employees</b>	<b>Women</b>	<b>Aboriginal Peoples</b>	<b>Persons with Disabilities</b>	<b>Persons of Visible Minority</b>
British Columbia	37	17			
Alberta	386	179	13	8	20
Ontario	103	48	1	3	7
New Brunswick	91	40	4	3	5
Nova Scotia	138	66	4	3	3
Prince Edward island	34	16		2	
Newfoundland-Labrador	158	69	8	3	5
<b>Totals</b>	<b>947</b>	<b>435</b>	<b>28</b>	<b>22</b>	<b>40</b>

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



On a quarterly basis, we report our Employment Equity staffing numbers to our Employment Equity committees who disseminate to all staff so that our entire workforce may track our progress in improving representation within our workforce.

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

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

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

1. Employees identified 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 Regional Vice Presidents and Director of Operations 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 2014, CCD initiatives designed to reflect diverse constituents totaled \$35,400. In addition to Newcap's CCD expenditures made directly for diversity related initiatives, Newcap contributed \$1,304,177 to FACTOR, CRFC and Starmaker who also support diverse initiatives.

CCD initiatives funded during the 2014 broadcast year which benefit diverse groups included:

- Northern Lights School Division
- Membertou First Nations School Division
- Goose Bay Queen of Peace School Labrador
- KA'NATA



## 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:

- The Charlottetown stations are supporters of our local Special Olympics organization. 2014 saw us once again emceeding their annual awards dinner.
- Hot 105.5 took the HOT Limo Bus Tour into various communities around the Island in order to bring some fun and meet members of the community. We hosted events from one end of the island to the other – from parades to talent shows.
- Ocean 100 is a proud supporter of the Stars for Life Car draw for the Stars for Life Foundation for Autism. We welcome their organizers into the studio twice during the year for live draws for major prizes, including a Ford Mustang!
- 2014 was a huge year for PEI. Ocean 100 and HOT 105.5 were proud to be the voice of PEI2014. We attended dozens of events





that were held across the province that celebrated the creation of our nation, focusing on the culture and history of our country.

- For the third year in a row we sponsored “Hot Soup-Cool Jazz”. This event that we promoted raises funds for the many programs Pathway to Employment provides for its clients. In addition to discussing and promoting this on air, one of our on-air personalities was the MC for the event.
- Kurt Price emceed the AACLC & LALCLC Breakfast fundraiser. The Alberta Association for Community Living and the Lloydminster Association for Community Living help people with disabilities secure employment in Alberta and Lloydminster.
- K-Rock was on site for the Great Strides walk for Cystic Fibrosis. We promoted the event with the K-Rock calendar leading up to the event and had the cruiser on site as well.
- CFCW - Presented and attended the Leduc Black Gold Pro Rodeo of Smiles event for children with special needs and disabilities.
- CFCW- Promoted and sponsored the Curtis Anderson Trail Ride that raises money for people with brain injuries.
- HITS FM and Krock sponsored “Cop on Top”. Law enforcement officers spent 8 hours on top of the roof of the radio station. The event raised awareness and raised funds for Special Olympics programs across Newfoundland.
- JCRF Walk to Cure Diabetes – Mitch Colburne hosted this event. Coverage on the air and social media activity.
- Sudbury Dragon Boat Festival – Onsite all day with cruiser cut-ins.
- CFCW- Prize Patrol attended the Kikino Silver Birch Ranch Rodeo in Kikino Metis Settlement.
- CFCW – Babas and Borscht – Sponsored, Promoted and attended this Ukrainian Festival in Andrew.
- CFCW- Sponsor of and promoted the Alzheimer’s Memory Walk.
- Red Deer MS Bike Tour – Summer cruiser girl promoted the event with on-air cut-in’s from the event.
- This year we provided volunteer help and PSA support for Tim Horton’s camp day. We placed emphasis on the Tim Horton’s outreach to aboriginal communities. 4,000 Aboriginal youth have attended Tim Horton Children’s Foundation camps for structured learning. Those attendees included youth from our local communities at Membertou and Eskasoni.



- Radio sponsor and emceed the Brigaswim event which involves swimming in the Halifax Harbour to raise funds for Brigadoon (a camp for kids with disabilities).
- Glotman Simpson Cypress Hill Climb. The LG Street Team was onsite and Sandra Klaric emceed the end of the event.
- Morning co-hosts Keliagh Butt ( 99.1 Hits FM) and Jason Lacour (97.5 K-Rock) participated in the CNIB fundraiser “Dining in the Dark”. It is an event in support of Vision Health Promotion and Communications CNIB Newfoundland and Labrador.
- April 24 - Cruiser for Tim’s/Easter Seals School Tour. We made our way across the Island to visit 65 schools – tip to tip! Virtually every cent raised has been put back into the community to assist fellow Islanders with disabilities.
- For the third year in a row Mitch Colburne was a guest judge at the Canadian Hard of Hearing Speak off. The Speak-off promotes confidence, language development and oral communication for students with hearing loss.
- CHCM Marystown sponsored the Special Olympics component of the Burin Peninsula Summer Games. The group won the MHA’s Cup for sportsmanship and dedication.

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

1. The Charlotte Street Arts Center  
*Please see letter attached.*
2. Ottawa Carivibe Festival  
*Please see letter attached.*
3. Newcap Employment:
  - a) Charlottetown location:  
One of our newest announcers who had started with Newcap on a volunteer basis wanted so much to be involved in radio on any level he could, has proven himself time after time to be a valuable part of our team.



### Timothy O'Brien Testimonial

*"After graduating high school and working full time, I was a bit down on my luck when my workplace was forced to close and over 150 employees were laid off. This presented me with a unique opportunity. I was looking at furthering my education & with the fact I was currently receiving EI benefits I could look into getting government funding to help cover the cost of my courses. I ran into what we refer to as "PEI's Oprah", Kerri-Wynne MacLeod from Ocean 100 in the building and started up a conversation with her - having worked with her in 2011 as a high school intern.*

*I offered my time and services for the summer as free intern to help our around the office and was picked up exclusively by The New HOT 105.5. After working hard and diligently for 3 months I was offered a position with Newcap Radio. Never in my wildest dreams did I believe I would achieve such a fulfilling career. Newcap is a company of opportunity and has opened a door for me. I love my job at The New HOT 105.5 for our involvement in the community, diverse outreach and understanding of everyone's value.*

*Timothy O'Brien"*

#### b) Miramichi location-

We had a young man who was physically disabled as well as visually impaired come to visit the station for a tour. We spent a good deal of time with Patrick and even had him on air with our Morning Show. Below are some notes sent to us from Patrick's mother and Educational Assistant.

**Good Morning,**

**I want to say thank you to the staff at 95.9 Sun FM for making Patrick's dream come true last week. He is still talking to us and everyone else who will listen about his tour of the station, all the people he met, their jobs and being on the air.**

**Merry Christmas and thank you again.**

**Please pass this onto Dan, Sarah, and the others that Patrick mentioned but I don't remember their names.**

**Thea McEvoy**

**Hi Dan,**

**Thanks again for the wonderful tour and opportunity for Pat to be on the radio. He was thrilled! We went over everything when we got back to school and he took it all in. You guys were all so welcoming, friendly, helpful and informative.**

**I've listened to the files and forwarded them to Pat's family. They are fine with Pat's picture being on your facebook page as well.**



Thanks for the open door invitation. Give me a shout if there's ever a time when you have need of a young volunteer with Pat's abilities, and we'll keep you in mind down the road for sure!

Happy Holidays to everyone we met.

Linda Worley-Bell, B.Sc. (Hon.), M.Ed.  
APSEA Itinerant Teacher/ BVI  
Bathurst Ed Center

4. JDRF Telus Walk to Cure Diabetes  
*Please see letter attached.*

## 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 Hot 105.5 location, we hosted an intern from the Holland College journalism program in the news department. He was thrust into writing news, going out and getting stories, recording and producing on air news reads. We also hosted an intern from Nova Scotia Community College's Radio and Television Arts program for the month of May. This intern was successful in securing a part time position on air over the summer. Throughout her internship she spent time in every department, learning all she could about radio.

Newcap Lloydminster offered tours to numerous schools and organizations from Lloydminster and the surrounding area throughout 2014. These tours included international students from Lakeland College who were studying PR and Communications and also to an individual who has Down's syndrome and his dream is to become a weatherman.

During the summer, the Wetaskiwin location had an individual do some job shadowing at the station. The individual was later accepted into the Radio Television Arts Program at SAIT in Calgary.

In our Ottawa facility, we hosted a few persons with disabilities during the month of October in the studio. They were invited for a tour and then spent the rest of the afternoon in the studio to see how Kenny B does his show as well as watch DJ T.Dot spin the 5 o'clock traffic jam live.



### 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 44 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:

- Heart and Stroke – The Big Bike Campaign.
- ALS – Ice Bucket Challenge.
- Crohn’s and Colitis- Gutsy Walk.
- Musical Therapy Ride – an annual motorcycle charity ride designed to raise funds for music therapy services in British Columbia.
- Alzheimer Society Memory Walk.
- Ronald McDonald House – a charity devoted to helping give sick children what they need most – their families.
- Multiple Sclerosis fundraising support campaign – A & W Cruisin for a Cause.
- Canadian National Institute for the Blind – Ride for Sight event for blindness research.
- Canadian Red Cross – provide needs to victims of disasters.
- Cystic Fibrosis – Ride for Breath of Life.
- Annual Walk for Dog Guides – is a national fundraising walk held in more than 200 communities across Canada. It raises funds to help train Dog Guides for Canadians with visual, hearing, medical or physical disabilities.
- Kidney Foundation – North Shore Kidney Walk.
- Canadian Mental Health Society – promoted awareness.
- Muscular Dystrophy – Safeway Walk and pancake breakfast.
- Diabetes Association – Flame of Hope.
- Make a Wish Foundation

### 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 as 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 and facilitate communication with regards to Newcap's diversity policies and initiatives.
- Employment Equity committees for each region that meet quarterly to discuss Equity and Diversity issues and to share discussions with all staff.

## **Conclusion**

Newcap continues to aim to increase its diversity activities and monitor initiatives to ensure that its Cultural diversity goals are achieved. This report provides a detailed account of our policies, objectives, accomplishments and future goals with respect to our cultural diversity plan. The extracts contained in this report serve to provide a representative sample of the types of programming, workforce and outreach initiatives undertaken at Newcap stations each and every day to ensure that the interests of our diverse constituents are fulfilled. Newcap acknowledges that serving the perspectives of diverse constituents is essential to reflecting Canada's diversity in commercial radio.



## Appendix A

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

<b>Artist</b>	<b>Origin</b>
Afrojack	Dutch
Akon	Senegalese
Apl.de.ap(Black Eyed Peas)	Filipino
Aretha Franklin	African American
Beatrice Hope	Aboriginal
Bedouin Soundclash	African-Canadian
Belly	Palestinian
Bill Withers	Person with Disabilities
Bob Tarrant	Person with Disabilities
Bon Jovi	Italian - American
Clyde Drew	Aboriginal
Corinne Bailey Rae	African American
Crystal Shawanda	Aboriginal
Cypress Hills	Latino, African - American
Damian Marley	Jamaican
Danny Fernandes	Italian - Portuguese
Def Leppard	Person with Disabilities
Divine Brown	Jamaican
Down With Webster	African-Canadian
Dr. Hook	Person with Disabilities
Eddy Grant	Guyanian
Edward Maya	Romanian
Elise Estrada	Filipino
Eva Avila	Peruvian
Far East Movement	Japanese,Chinese,Korean,Filipino
Fort Minor	Japanese-American
Freddy Fender	Hispanic
Gary Numan	Person with Disabilities
George	Japanese
Gnarls Barkley	African-American
Greatful Dead	Person with Disabilities
Guns N Roses	African-American
Harry Martin	Aboriginal
Jacinda Beals	Aboriginal
Jackie Wilson	African-American
Jason Derulo	Haitan-American
Jim Fidler	Person with Disabilities, visually impaired
Jeff Healey	Person with Disabilities
Jimmy Cliff	Jamaican
Jimi Hendrix	African American
Joan Baez	Mexican
Jordin Sparks	African American



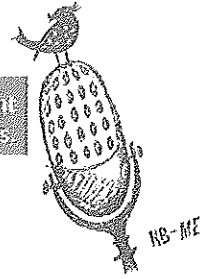
<b>Artist</b>	<b>Origin</b>
Jose Feliciano	Latino, Visually Impaired
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
K'Naan	Somali
K-OS	Trinidad
Kreesha Turner	African American
Labrador Black Spruce	Aboriginal
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Linkin Park	Korean
Los Lobos	Mexican
Lou Bega	Italian-Ugandan
M.I.A.	Indian
Massari	Lebanese
Matisyahu	Israeli
Mavericks	Cuban
Michael Franti	African-American
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities
Neil Young	Person with Disabilities
Nelly Furtado	Portuguese
Neneh Cherry	Sierra Leonean – Swedish
Nicki Minaj	Trinidadian
Oasis	Person with Disabilities
Otis Redding	African American
Pitbull	Cuban
Poison	Person with Disabilities
Queen	Indian-Persian
Raul Malo	Cuban
Ray Charles	African-American, visually impaired
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Ronnie Milsap	Person with Disabilities
Run DMC	African-American
Santana	Mexican
Sean Paul	Jamaican
Shakira	Columbian
Shane Yellowbird	Aboriginal
Shawn Desman	Portuguese
Shirley Montague	Aboriginal
Sierra Noble	Metis
Staggered Crossing	African- American
Steve Perry	Portuguese
Stevie Wonder	African American, Person with Disabilities
Susan Aglukark	Aboriginal
Swollen Members	African-Canadian





<b>Artist</b>	<b>Origin</b>
System of a down	Lebanese, Armenian, Persian
Terry Kelly	Person with Disabilities, visually impaired
Terri Gibb	Person with Disabilities, visually impaired
The Band	Aboriginal
The Plastic Ono Band	Japanese
Thin Lizzy	African-Brazilian
Timbaland	African- American
Tom Jackson	Aboriginal
Wayne Collier	Aboriginal
Zoo Legacy	Indian, African - American

The Charlotte Street Arts Centre is a focal point for creation, presentation and education in the arts.



February 26, 2014

UP! 93.1 – Newcap Radio  
495-A Prospect Street  
Fredericton, NB  
E3B 9M4

Dear Kate Buick & UP! Staff,

On behalf of **The Charlotte Street Arts Centre** and all of the artists we aim to support, I would like to extend a huge thank-you to **UP! 93.1** and **Newcap Radio** for the generous donation of \$10,000 we received last year. The Charlotte Street Arts Centre has a mandate to 'open the doors of creative expression to all' and with your donation we were able faithfully fulfill that mandate by developing some memorable and relevant programming that provided emerging New Brunswick musicians with so many opportunities. With this generous donation Charlotte Street was able to take their 3<sup>rd</sup> Annual New Brunswick Musicians Emerge Festival and make it an event that had a profoundly positive impact on the emerging musicians who participated. We were also able to use that donation to bring Canadian indie superstars John K. Samson and Christine Fellows to Fredericton to lead a workshop for twelve lucky emerging musicians. So thank-you from the bottom of our artsy hearts for helping us to ensure that emerging New Brunswick musical talent has the support they deserve!

*So here is a little insight into each event that couldn't have taken place without your support!*

### **3<sup>rd</sup> ANNUAL NEW BRUNSWICK MUSICIANS EMERGE FESTIVAL 2013**

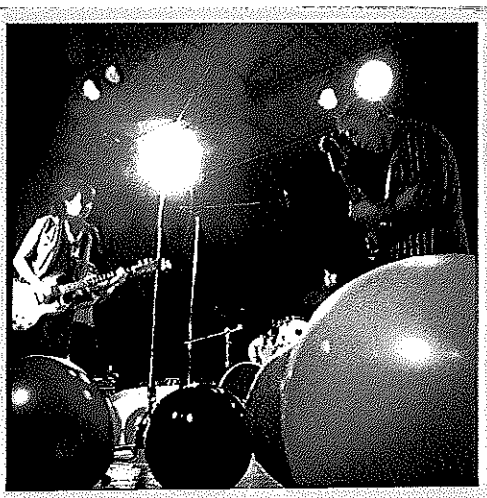


Figure 1 - Shorty Tubbs playing NB-ME

Charlotte Street Arts Centre's 3<sup>rd</sup> Annual New Brunswick Musicians Emerge Festival (NB-ME) took place on Friday November 15<sup>th</sup> and Saturday November 16<sup>th</sup> of 2013 and featured sets by eight emerging New Brunswick artists who were selected by a jury of professional musicians from over 70 applicants. Our central goal for the festival was to create an environment that would foster connectivity and creativity for our participating artists and to provide an experience that would support their quest for professional success.

We strived for participants to gain more than just the chance to play a 30-minute slot, rather we developed the festival so that they would have multiple

The Charlotte Street Arts Centre  
732 Charlotte Street, Room 200, Fredericton, NB, E3B 1M5  
www.charlottestreetarts.ca ph:506.454.6952 fax:506.454.6956



opportunities to network, play, learn and connect. To achieve this participants were provided with accommodations and meals on site for the duration of the weekend, attended relevant professional development workshops, played both their individual sets and one enormous collective set, each received an incredible prize package and had the opportunity to network with some of Fredericton's music establishment. Without a doubt this was our most successful and viable festival to date and we were thrilled with the outcome.

**Here are some highlights of the festival:**

**Professional Development Workshops:**

- Friday November 15<sup>th</sup> 2:00PM-3:30PM – Grant Writing Workshop – This workshop, that was organized and moderated by Tim Rayne of CHSR, proved to an important part of the festival experience for participants. Panel guests, Jean Surette of Musique NB/NB Music, Vanessa Moeller of ArtsNB, Michel Berube of the Arts Development Branch and independent artist Joel LeBlanc shared information about the process and importance of accessing funding for musicians.

- Saturday November 15<sup>th</sup> 2:00PM-4:00PM – Improv Music Workshop – This workshop led by local musical talents Evan Shaw and Joel LeBlanc guided all the festival participants through a creative process where they learned to make music collectively through a series of unique hand gestures. The entire ensemble played together as a part of the festival line-up that evening.

**Prize Packages:** During last year's NB-ME Festival one band was awarded the Picaroon's Audience Choice Award. This year in keeping with our goal of creating a festival that fostered a sense of community we decided to offer each band a prize for participating. Prizes ranged from a three song professional recording session to a fully funded mini-tour of New Brunswick and all were made possible with the generous support of various community businesses and organizations.

***Here is a complete list of the bands and the prizes they received:***

**Betty Time** (NB/ Sydney, NS) took home a **3-song Professional Recording Package** from 2 Dogs Productions;

**Celestial Sunrise** (Minto, NB) scored a **Promotional Package, including a session recording, national promotional campaign and more** from CHSR 97.9FM;

**Adam Mowery** (Saint John, NB/ Halifax, NS) was granted a **Performing Spot in the 2014 Shivering Songs Festival** by Graeme Walker and Zach Atkinson from Shivering Songs;

**Goofetroope** (Fredericton, NB) was selected for a **Performing Spot in Follyfest 2014** supported by Picaroons Traditional Ales and Feels Good;

**The Waking Night** (Fredericton, NB) won a **One Week Truck Rental** to do a music

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tour of NB & a set of **Sabian Cymbals** thanks to Trius Truck Centre and Sabian Cymbals;

**David R. Elliott** (Saint John, NB) secured a **Mini Music Tour of NB**, opening for a **headlining act** produced by Graeme Walker, supported by Picaroons Traditional Ales;

**Pastel Skeleton** (Fredericton, NB) gets to enjoy a **Gift Certificate for Tony's Music Box** to purchase some gear, made possible by UPI 93.1 FM;

**Shorty Tubbs** (Fredericton, NB) will be featured in a **Music Video** produced by Tim Rayne, **with gear and support** from the NB Filmmakers' Co-op, also made possible by UP 93.1 FM.

NB-ME Bandcamp Mix: <https://charlottestreet.bandcamp.com/album/nb-me-2013-mix>

## 2014 SONGWRITING INTENSIVE with CHRISTINE FELLOWS & JOHN K. SAMSON

The Charlotte Street Arts Centre's Platform 732 Series with generous support from UPI 93.1 was proud to offer New Brunswick musicians the chance to participate in a two day song writing intensive led by Canadian musical talent Christine Fellows and John K. Samson on January 24<sup>th</sup> & 25<sup>th</sup> 2014. The intensive was offered free of charge to twelve New Brunswick based musicians who were selected through an application process.

This amazing workshop offered participants a unique insight into the creative process of songwriting, under the guidance of our incredible hosts, Winnipeg songwriters Christine Fellows and John K. Samson. Each participant came to the workshop with a piece of music or two that they wanted elevate. Through the professional and supportive guidance of Christine and John this truly talented group of emerging NB artists blossomed and each produced a memorable piece of music that was debuted at the showcase on Sunday of the workshop. The weekend and the showcase were charged with a rare and special energy of



Figure 2 - Christine Fellows sharing at the piano

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www.charlottestreetarts.ca ph:506.454.6952 fax:506.454.6956



cooperation, inspiration, support and potential and everyone that participated, including our hosts John & Christine departed feeling as they had been a part of something truly special.

“It was a highlight for us, due in large part to Charlotte Street’s vision and care in imagining, organizing and preparing for the event. The twelve songwriters who were selected to participate were from a range of backgrounds and levels of experience—and across the board, incredibly supportive to their fellow participants. Our discussions during the workshop were engaging and thoughtful, and we were profoundly impressed by the talent, and by the wide range of individual styles represented by the group. At the concert at the end of the weekend, we had the pleasure of witnessing the extraordinary chemistry created by this impromptu community of artists appreciated by an enthusiastic audience.” John K. Samson & Christine Fellows



Figure 3 - Participants Emma Stone & Cedric Noel warming up.

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January 14, 2015

To Whom It May Concern:

Carivibe Festival Ottawa is happy to announce that our long lasting partnership with Hot 89.9 FM / Newcap Radio Ottawa will continue in 2015.

The New Hot 89.9 has been a major financial supporter and exclusive radio - presenting sponsor for the past six years. With last year's growth to over 10,000 + carnival enthusiasts, Carivibe is quickly becoming a major festival on the Ottawa circuit, thanks to the support and vision of partners like The New Hot 89.9.

I have enjoyed working with the professional team behind Ottawa's #1 Hit Music Station through the years. I look forward to maintaining Carivibe's strong association with Hot 89.9 for many years to come.

Best Personal Regards

**Trevor Mason**

Carivibe Festival Ottawa Director

## Cathy Ridgeley-Ryan

---

**Subject:** FW: JDRF TELUS Walk to Cure Diabetes  
**Attachments:** Mitch with Colby.jpg

**From:** Christine Greening [<mailto:cgreening@jdrf.ca>]  
**Sent:** Thursday, June 12, 2014 2:52 PM  
**To:** Brad Michaels  
**Subject:** JDRF TELUS Walk to Cure Diabetes

Hi Brad,

The 2014 JDRF TELUS Walk to Cure Diabetes was a huge success. There were 500 people in attendance and the event raised \$79,768, with more funds continuing to come in.

Mitch did a great job as the emcee. Attached is a photo of Mitch with one of the Walk Ambassadors, Colby, during the opening ceremonies. I am still waiting on the photos from the event photographer.

Thank you for the support that 99.1 Hits FM has shown for this event.

Sincerely,

*Christine*



Christine Greening | Senior Fundraising & Development Coordinator  
6 Islington Place Paradise, NL A1L 0H1  
T: 709.237.6855 | TF: 1.888.672.6855  
[www.jdrf.ca](http://www.jdrf.ca) | [cgreening@jdrf.ca](mailto:cgreening@jdrf.ca)

Join us: [Facebook](#) | [Twitter](#) | [YouTube](#)



Registration is open for the  
2014 TELUS Walk to Cure Diabetes!  
[Click here to join the community!](#)

**From:** Brad Michaels [<mailto:brad.michaels@991hitsfm.com>]  
**Sent:** Wednesday, June 11, 2014 7:16 AM  
**To:** Christine Greening  
**Subject:** Hi

Hi Christine, just checking in to see the success of your event this past weekend. Wondering if you had any pictures of Mitch with your staff or walkers at the event you could send me.

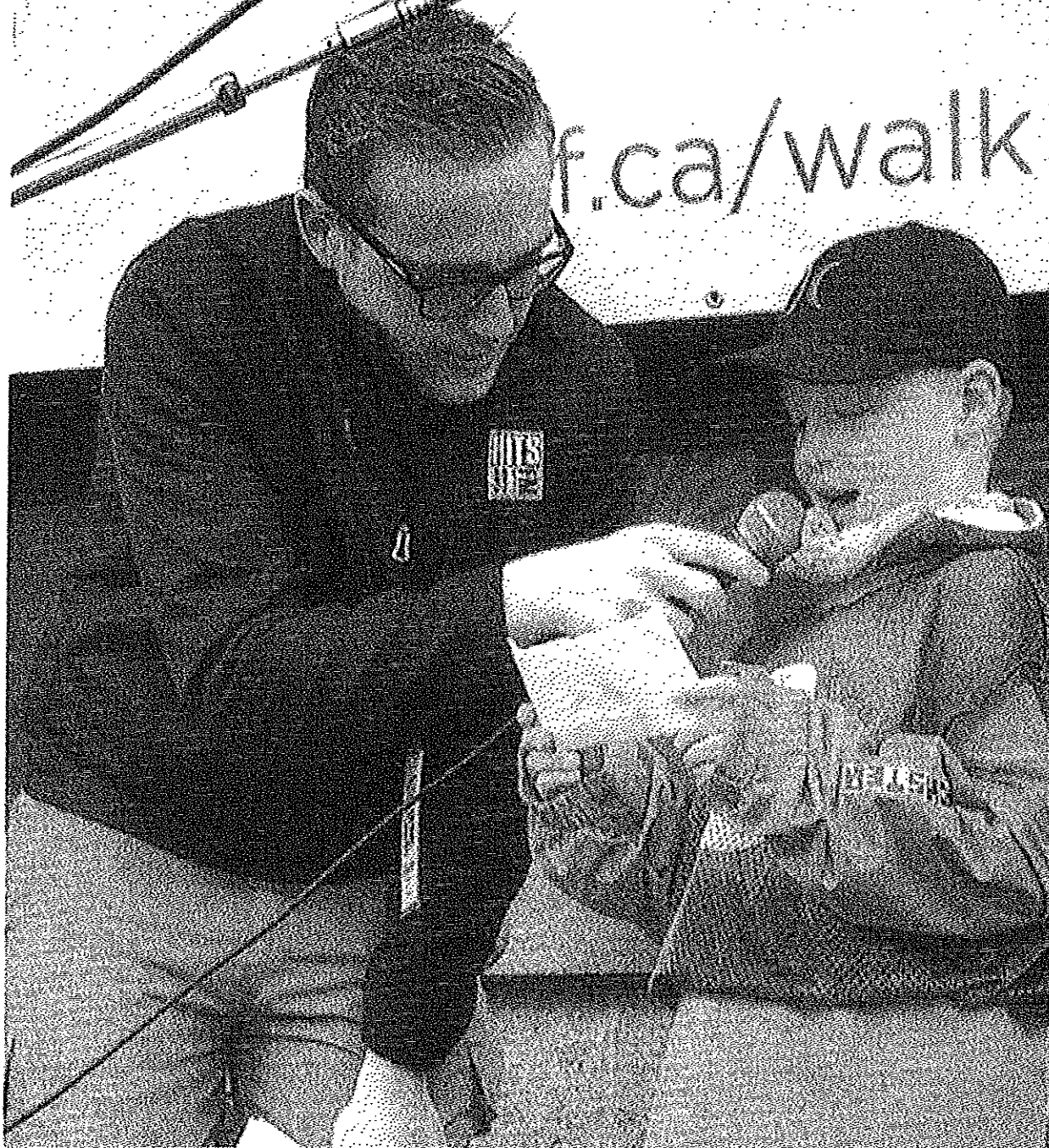
Cheers,

**Brad Michaels**  
Assistant Program Director  
99.1 HITS FM Newfoundland's #1 Hit Music Station  
97.5 K-Rock Newfoundland's Classic Rock  
(709) 726 5590 | (709) 570 1184  
[bmichaels@newcap.ca](mailto:bmichaels@newcap.ca)



# JDRF

f.ca/walk





## Cathy Ridgeley-Ryan

---

**Subject:** FW: CD  
**Attachments:** Cultural Diversity HITS FM May-June 2014.doc; copontop.jpg; kettleemcee.jpg

Cultural Diversity

May, 2014

May 1<sup>st</sup>

Morning show co-hosts Kellegh Butt (99.1 HITS FM) and Jason Lacour (97.5 K-Rock) participated in CNIB Dining in the Dark event May 1<sup>st</sup> at the gypsy Tea room in St. John's.

Dining in the Dark is an event in support of Vision Health Promotion & Communications CNIB Newfoundland and Labrador. Participants diners experience a meal without the benefit of sight. Participants eat while wearing blindfolds for a unique sensory experience in which they can explore textures, flavours and aromas in a whole new way.

The event is designed to help diners gain a basic understanding of vision loss and simple tactics that can ensure greater independence. Proceeds from the event on May 28th, support CNIB services that help individuals with vision loss lead full, active lives and it supports public education on the prevention of vision loss.

May 15th

For the third year in a row, Mitch Colbourne was a guest judge at the Canadian Hard of Hearing Speak off at The Capital Hotel.

The Dr. Norah Browne Speak-Off promotes confidence, language development and oral communication for students with hearing loss in Grades 5-12 from the Avalon East region.

June 2014 Photo attached

Cop on top

HITS FM and Krock sponsored 'Cop on Top' at Newcap St. John's Friday June 6<sup>th</sup>. 5 law enforcement officers spent 8 hours on top of the roof of the radio station from 6am - 2pm.

The event raised awareness and generate over \$5000.00 for Special Olympics programs across NL and Lab.

JDRF Walk to Cure Diabetes (Sunday June 8<sup>th</sup>, 2014)

Mitch Colbourne hosted this event at the Swilers Rugby complex.

Coverage on the air and social media activity

Arthritis Society's Walk to Fight Arthritis on (Sunday June 8<sup>th</sup>, 2014) Photo Attached

Sarah Kettle hosted this event and participated in walk.

Coverage on air and social media activity.

**Brad Michaels**

**Assistant Program Director**

99.1 HITS FM Newfoundland's #1 Hit Music Station

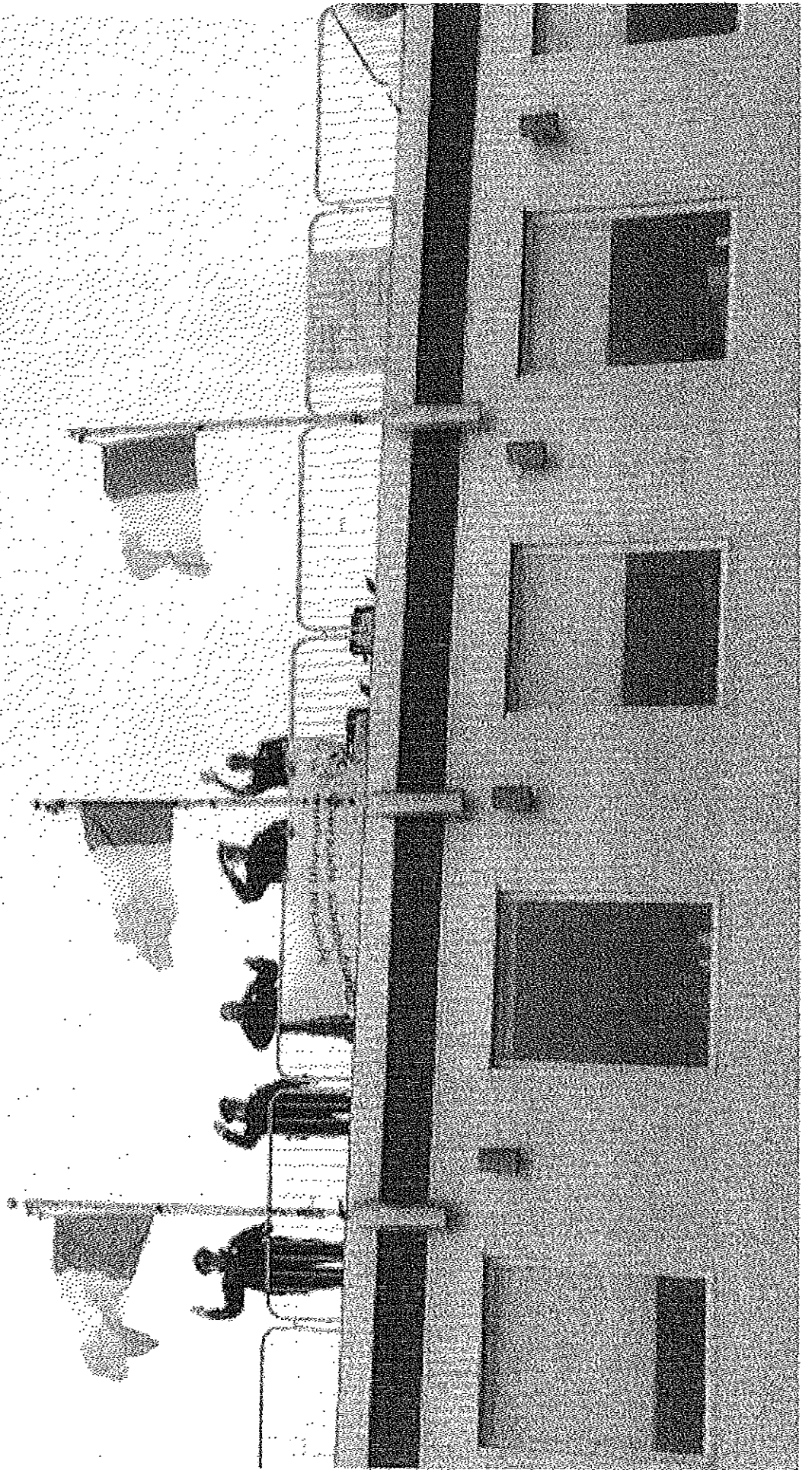
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(709) 726 5590 | (709) 570 1184

[bmichaels@newcap.ca](mailto:bmichaels@newcap.ca)



COP ON TOP





Arthritis Society's Walk to Fight Arthritis