



2014 PLAN FOR
DIVERSITY IN PRIVATE RADIO

Broadcast Year September 1, 2012 – August 31, 2013

1. CORPORATE COMMITMENT

SiriusXM Canada is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. We offer an array of content from the most recognized news and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at www.siriusxm.ca and on Apple, and Android-powered mobile devices. SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. Now exceeding 2.4 million subscribers in Canada, SiriusXM Canada is the country's leading audio entertainment company and among the top and fastest growing Canadian media and entertainment companies in terms of overall subscribers.

Our objective is to communicate and foster acceptance of cultural diversity throughout our organization because cultural diversity is a key part of our corporate culture. We are committed to fostering a work environment that respects, celebrates and encourages the diversity of our workforce and produces programming that reflects the diversity of Canada.

SiriusXM Canada's approach to diversity in our radio operations is guided by the CAB's Best Practices for Diversity in Private Radio, adopted by the Commission in BPN 2007-122. In the Commercial Radio Policy 2006, the Commission had acknowledged that the CAB's Best Practices, along with the reporting template developed by the CAB, would be effective tools for improving diversity in commercial radio.

This report provides detailed information with respect to the following eight areas:

- Application and measurement;
- Corporate accountability;
- Recruitment, hiring and retention;
- Internship, mentoring and scholarships;
- Programming;
- News and information programming;
- Community and industry outreach; and
- Internal communications.

2. APPLICATION AND MEASUREMENT

SiriusXM Canada is regulated under the Employment Equity Act. Technologies and processes are in place to facilitate our reporting requirements under the Legislated Employee Equity Program (LEEP).

3. CORPORATE ACCOUNTABILITY

SiriusXM Canada is dedicated to diversity and as such, accountability for the program starts with the President and CEO, Mark Redmond. Oversight at the corporate level also includes Michael Washinushi – CFO and Stephanie Haas – Director, Human Resources.

In addition to their responsibilities within the company, management and staff are encouraged to become involved in cultural diversity initiatives within the company.

4. RECRUITMENT, HIRING AND RETENTION

SiriusXM Canada is committed to cultural and diversity management in both our programming and non-programming operations. We ensure that equal opportunity exists for all employees in all aspects of employment while maintaining the principle of merit as the basis for all employment and promotion opportunities.

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

The tagline for all career vacancies is "SiriusXM Canada is committed to equity in employment and programming." Career vacancies are posted both internally and on widely-accessible job boards such as Workopolis and LinkedIn, to encourage as many qualified applicants as possible. Human Resources staff and recruiters use behavioural-based interviewing techniques that draw information from specific questions to assess the skills and competencies necessary to fill each position.

The Senior Vice President, Programming and Operations has committed in his succession plan to fill future on-air and programming vacancies to better reflect the vibrant cultural diversity of Canada, where possible.

In 2013-14, seventeen (17) high potential employees (two within our Programming Department) underwent management training which included discussions pertaining to managing a diverse workforce. Many of the employees selected for this training reflected the diversity of our workforce; selection of the trainees was based on skill, ability and aptitude.

SiriusXM Canada Inc. reviewed the impact of foreign accreditation on our hiring processes. Specific to Programming, the company has successfully sourced Canadian employees for vacancies that have existed. Therefore foreign credentials have not been of a concern within the recruitment process.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

SiriusXM Canada has an internship program within our Programming area in partnership with several post-secondary institutions. Given that our broadcast studios are located in Toronto, we draw interns from the diverse Toronto landscape and are encouraged that the number of female applicants continues

to increase. All internship postings note that “SiriusXM Canada is committed to equity in employment and programming.” We continue to be excited to provide valuable work experience to the next generation of radio broadcasters.

6. PROGRAMMING

SiriusXM Canada provides diverse nationwide programming that reflects the cultural diversity of Canada and promotes channels that are targeted to specific cultural groups. Since 2012, we have launched and promoted several new channels dedicated to the cultural diversity of Canada, including Multicultural Radio, FrancoCountry, Chansons, Attitude Franco and Canada Talks. Our wealth of diverse program has been available to Canadians since 2005 and includes the following:

- Multicultural Radio – since 2011 we broadcast the best in Aboriginal Canadian, world indigenous music and South Asian music
- In 2014, we are excited to introduce a new channel that is programmed with urban R&B music for female listeners
- Chansons, Attitude Franco, FrancoCountry, Première – programming for French-speaking Canadians
- Oprah Radio – talk programming dedicated to women
- The Joint – music programming for Canadians of Caribbean/Jamaican descent
- Hip-Hop Nation, Shade 45, Backspin, The Heat – programming for urban Canadians
- Caliente – music programming for Spanish-speaking Canadians
- OutQ – talk and music programming for the LGBTQ community

SiriusXM Canada also partners with a number of broadcasters to bring diverse Canadian content to a national audience:

- Accessible Media Inc. (AMI) – serving more than five million Canadians who are blind, partially sighted, deaf, hard of hearing, mobility or print restricted, AMI’s mission is to make accessible media for all Canadians
- Asian Television Network (ATN) – providing content to Canada’s multicultural population and also serving South Asian diaspora across Canada
- Aboriginal Voices Radio (AVR) – AVR’s mission is to provide a distinctly Aboriginal service in large urban centres, informing, enlightening and entertaining with culturally relevant Aboriginal programming for all people

SiriusXM Canada produces and acquires programming to provide our subscribers the best in diverse, Canadian programming. As a federally-regulated employer, we fulfill our obligation to annually report on the employment of designated groups via the Legislated Employee Equity Program (LEEP). Self-reported data is collected by Human Resources upon an employee’s hire. It should be noted that contractors do not self-report and we lack visibility to the designated groups who produce content on our partner stations. In 2013, the following designated groups were self-declared by our on-air talent.

Station	Total On-Air Headcount	Designated Groups			
		<i>Women</i>	<i>Aboriginal People</i>	<i>Visible Minorities</i>	<i>People with Disabilities</i>
Iceberg	3	1	0	1	0
The Verge	3	1	0	1	0
CBC Radio 3		Programmed by third party; data not available to Sirius XM Canada			
Chansons		Programmed by third party; data not available to Sirius XM Canada			
Attitude Franco	2	1	0	0	0
Influence Franco	2	1	0	0	0
Multicultural Radio		Programmed by third party; data not available to Sirius XM Canada			
Franco Country		Programmed by third party; data not available to Sirius XM Canada			
Canada Talks	1	0	0	1	0
Canada Laughs	1	0	0	0	0
CBC Radio 1		Programmed by third party; data not available to Sirius XM Canada			
Première		Programmed by third party; data not available to Sirius XM Canada			
Sonica		Programmed by third party; data not available to Sirius XM Canada			
Canada 360 by AMI		Programmed by third party; data not available to Sirius XM Canada			
NHL Network Radio	8	0	0	1	0

Our programming continues to enhance the lives of visually-impaired Canadians with its diverse combination of music, talk and sports entertainment.

We support many organizations dedicated to the proliferation of diverse Canadian programming, including:

- FACTOR/Musicaction – dedicated to providing assistance toward the growth and development of the Canadian independent recording industry
- Community Radio Fund – to provide support to the more than 150 campus and community radio stations in Canada and to foster a well-resourced, dynamic, and accessible sector that delivers strong local community radio broadcasting

7. NEWS AND INFORMATION PROGRAMMING

In 2013, CBC Radio One programming was extended to both Sirius and XM subscribers, providing the best of Canadian news and entertainment to remote areas of the country that are underserved by terrestrial radio. SiriusXM Canada's news and information programming is dedicated to both Canadian and international current events. Stations such as CBC Radio One, BBC World Service, Première Plus and Canada 360 provide our listeners with programming that is of significant interest to diverse communities, including aboriginal people, visible minorities and people with disabilities. We will continue to provide news and information programming to these diverse communities of Canada.

8. COMMUNITY AND INDUSTRY OUTREACH

SiriusXM Canada provides extensive community outreach, improving lives within the diverse landscape of Canada. SiriusXM Canada regularly sponsors cultural events throughout Canada such as Les FrancoFolies de Montréal, while providing support for organizations such as:

- MusiCounts – mission is to ensure that children in Canada, regardless of socio-economic circumstances and cultural background, have access to a music program through their school
- S'Cool Life Fund – supplying musical instruments in small communities across Canada
- Sarah McLachlan School of Music – provides music education to high school-aged children at no cost
- Festival de musique émergente en Abitibi-Témiscamingue (FME) – its mission is to foster dissemination of original music and discovery of emerging artists while bringing attention to the Abitibi-Témiscamingue region
- MusicFest Canada – an annual national event that brings together more than 10,000 of Canada's finest young musicians who perform for recognition as the country's foremost musical ensembles
- Comic Vision – funding research to find cures for vision loss and blindness currently affecting over 1 million Canadian children and adults

Our Customer Service Representatives respond to audience feedback specific to diversity:

- Listeners are provided with various opportunities (e.g. toll-free talkback phone lines, email links featured on our website, etc.) to comment on our programming. Customer feedback continues to be of great value to SiriusXM Canada and is used to improve overall operations.
- Customers are provided with the opportunity to receive personalized e-newsletters informing them about programming, including programming that is of significant interest to diverse communities.

Senior management and senior programming staff are also involved with programming concerns or complaints. This input is used to plan our programming and customer offerings that reflect Canada's multicultural reality.

9. INTERNAL COMMUNICATIONS

New employees are provided access to online policies referencing Employment Equity and Diversity. In addition, all new employees are obliged to review and acknowledge a Human Resources Policy Sign-off form, which includes human rights and respect and dignity in the workplace.

Our on-line HR portal includes any and all bulletin board postings relating to company and employee achievements; sharing information with employees and promoting diversity. Quarterly, an employee newsletter is distributed to all staff featuring employee profiles and activities within all areas of the business, including all activities related to diversity.

10. CONCLUSION

In this report, we have outlined our current accomplishments related to diversity and our plan to develop diversity initiatives in the coming year. SiriusXM Canada is fully committed to principles of cultural diversity as an integral building block of future success in Canada.