



**STINGRAY**

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# **Stingray Radio**

## **Cultural Diversity Plan**

### **2019 Annual Report**

Submitted January 30, 2020

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## **Introduction**

Stingray Radio Inc (“Stingray Radio”, “Stingray”) is a Canadian broadcasting company that focuses on providing an excellent radio experience for our audience and to meeting the objectives of the Broadcasting Act. The following excerpt from the Broadcasting Act identifies the role that broadcasting is to play in fostering a culturally diverse nation:

(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; and

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

Stingray 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 Stingray Radio serves. We recognize, as an organization operating in the public domain, our commitment to all constituents – to our workforce, to our listening audience and to the communities we serve.

Stingray Radio operates 75 originating radio stations across 7 provinces in Canada. Additionally, Stingray Radio operates 2 television stations in Lloydminster, Alberta which carry the programming of the CTV and Global networks. In many cases, in some of the smaller communities, our signal provides the only local public media service.

## **Corporate Accountability**

### **Stingray Radio Employment Equity Mission Statement**

“Stingray 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 Stingray Radio 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 Stingray Radio identify a senior executive who is accountable for the Cultural Diversity practices of its organization. This individual is the Human Resources Manager-Radio. This individual is responsible to the President, Stingray Radio, 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 Stingray Radio employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Stingray Radio 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 Stingray Radio.

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

Stingray Radio’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 Stingray Radio 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 Stingray Radio employees appreciate the unique opportunity that we as broadcasters have to be leaders in propagating the messages of equality and acceptance of diversity in Canada.
4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Stingray Radio are representative of the diversity that exists within the communities we serve.

## Cultural Diversity Plan

Stingray Radio 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. Stingray Radio 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 "Stingray Radio Best Practices for Cultural Diversity" document is delivered to all Stingray Radio employees. It has been incorporated into our Human Resources manual and forms part of our Stingray Radio New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit in advance of the meetings so that staff may have an opportunity to review the information and ask questions.
4. A formal monthly reporting regime exists for all business units, to document programming initiatives undertaken, so that we may ensure that our programming is of relevance to diverse audience members.
5. The annual Cultural Diversity report is delivered to all staff via the Employment Equity committees. The Cultural Diversity Coordinator is available for all staff to discuss the results and provide suggestions for enhancing future programming and workforce initiatives.

## **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 Stingray Radio stations include the following components:

1. A formal monthly reporting structure, whereby each location reports both non-news and news programming content aired or events 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 diverse audiences not merely in the context of cultural events, but in the broader context of their day-to-day lives.
5. Mandatory attendance by Stingray Radio 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, texting, email and social media as well as in-person access to on-air personnel at our local offices.

Stingray Radio on-air personnel's responsibilities for the fair, accurate and representative portrayal of cultural diversity in our programming are reinforced by management. A copy of the CAB's Equitable Portrayal Code as administered by the Canadian Broadcast Standards Council is made available to all Stingray Radio staff.

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

#### Kelowna/Penticton/Kamloops

Stingray Radio operates 2 stations in the Okanagan valley. CIGV-FM is licensed in the Penticton market and CKKO-FM is licensed in the Kelowna market. The format for CKKO-FM is classic rock and for CIGV-FM is country music. Stingray Radio operates three radio stations in Kamloops – CHNL, CJKC-FM, and CKRV-FM. CHNL is a news/talk station, CKRV-FM is a classic hits station and CJKC-FM is a country station.

#### Programming samples:

- February 9 story: Sarah Willier receives Lieutenant Governor Award for Indigenous Excellence in Sports.
- March 18 story: Two members of Okanagan Tribe were elected chair and vice chair of Okanagan College Board of Governors.
- March 18 story: Avett Ray, a blind 6 year old taught himself to play piano.
- April 22 story: Honor for former Chief of Westbank First Nation, Robert Louie, named Fellow of Okanagan College.
- July 9 story: Satchel Paige became the 1<sup>st</sup> African American pitcher in the MLB.
- August 30 story: Visually impaired boy and his family friend transcribe LEGO instructions for other visually impaired kids.
- September 23 story: New game to include visually impaired people to play baseball – Beep Ball.
- September 24 story: Coverage of Oktoberfest in support of Brain Trust Canada.
- October 3 story: School District 73 looks to help Aboriginal students transition from middle School to high school.

#### Vancouver

Stingray Radio operates broadcasting licenses CKZZ-FM and CHLG-FM. CKZZ-FM format is Hot AC and CHLG-FM format is soft adult contemporary.

#### Programming samples:

- February 22 story: Egyptian actor, Rami Malek, got best actor for Bohemian Rhapsody.
- February 26 story: The leader of the NDP, Jagmeet Singh (Indian descent), has been elected MP in the Burnaby-South by-election.
- March 7 story: Barack Obama, Arab-American, will be speaking at the convention centre. His wife, Michelle Obama, African American, is coming to the city on March 21 as part of her book tour.
- April 15 story: Tiger Woods, African American, after not winning a major championship in 11 years, completed an epic comeback with a win at The Masters.
- June 14 story: Kawhi Leonard, Afro-American, was named MVP in the Toronto Raptors first ever NBA championship.
- Sept 16 story: Yawuru Hanyu, Japanese figure skater wins gold at the Autumn Classic International in Oakville, Ontario.
- August 30 story: Richmond World Festival: Richmond World Festival is Richmond's major multicultural festival. This festival celebrates Richmond's significant cultural diversity and we're inviting the world to the party.

- December 11 story: Environmental activist, Swedish, Greta Thunberg has been named TIME Magazine's 2019 Person of the Year.

## Ottawa

Stingray Radio operates 2 radio stations in the Ottawa market. The format of CIHT-FM is CHR. 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 stations. CIHT-FM frequently gives airtime to emerging Canadian artists, some of whom represent aboriginal peoples, persons with disabilities and visible minorities. In addition to airplay, on occasion this station will invite artists into the studio to play live over the air.

### Programming samples:

- January 7 story: The first time a woman with Asian descent. Sandra Oh, has hosted a major American awards show.
- January 29 story: Canadian para swimming star, Benoit Huot has announced his retirement. Huot, who was born with a right club foot, won 20 Paralympic medals over his decorated career and was named a Member of the Order of Canada in 2016.
- February 22 story: Alfonso Cuarón, Mexican, expected to win Best Director category at the Oscars.
- March 8 story: Anne McClain and Christina Koch will meet at the International Space Station as part of the first ever all-female spacewalk.
- March 15 story: Lilly Singh, first Indian Canadian woman to have her own late night talk show.
- March 23 story: Bradley Keeper, the first member of the Pimicikamak Cree Nation to join the NHL.
- June 5 Story: Entire school learns sign language to welcome new deaf student to school.
- June 25 story: Pascal Siakam, Cameroonian, first Toronto Raptor to win most improved player NBA award.
- August 9 story: At the Roger's Cup women's event, African American Serena Williams meets Japanese Naomi Osaka in the top evening match.
- September 11 story: Indigenous couple wins Amazing Race Canada for first time ever.
- Nov 8 story: Today is National Aboriginal Veterans Day, a day of remembrance and commemoration of the contributions of Indigenous veterans in the First and Second World Wars, as well as the Korean War.

## Toronto

In Toronto, Stingray Radio operates CHBM-FM and CFXJ-FM. The format for CHBM-FM is classic hits and for CFXJ-FM is urban/hip hop.



#### Programming samples:

- April 15 story: Cardi B, Trinidadian-Dominican decent, performs with Selena Gomez, Italian-Mexican decent, at Coachella.
- April 18 story: Vanessa Williams being the first African-American woman to win Miss America.
- June 5 story: Rihanna, Barbadian, named world's richest female musician.
- July 17 story: Beyoncé. African American, debuts new music video for 'Spirit' from the Lion King.
- September 5 story: Ludacris, African-American, donates \$100k for Hurricane Dorian relief in the Bahamas.
- October 16 story: African-American, Whitney Houston being inducted into the Rock and Roll Hall of Fame.
- November 28 story: Columbian, Jessie Reyez and African American, Lil Nas X nominated for several Grammy's.
- December 18 story: Afro-Venezuelan, Mariah Carey's Xmas song, All I Want Is You being the number one song in U.S.
- December 23 story: Eddie Murphy, African-American, hosts Saturday Night Live for the first time in 35 years.

#### Sudbury

Stingray Radio operates 2 radio stations in Sudbury. CHNO-FM operates in the classic hits format and CIGM-FM operates in CHR format.

#### Programming samples:

- February 1 story: Dancing with the Easter Seals Stars-Fun dance competition to raise funds for children and youth with physical disabilities across Ontario.
- May 2 story: The Atikameksheng Anishnawbek First Nation received a \$220,643 investment by Fed Nor for the creation of an industrial/commercial park.
- July 2 story: Seven women's and Indigenous organizations serving women in Sudbury and Northern Ontario will share \$2.7 million in federal funding to continue their work.
- July 13 story: Sudbury Dragon boat festival.
- August 7 story: On Saturday, Afrofest hosted their second annual celebration of African culture, community and culinary tradition.
- October 1 story: Indigenous water activist Autumn Peltier addressed hundreds of international guests at UN headquarters in Manhattan.
- December 5 story: People magazine has named Michelle Obama, African American, one of its People of the Year.

## Edmonton

Stingray Radio operates CKRA-FM and CIRK-FM in the Edmonton market. CKRA-FM, a soft adult contemporary station, has a strong community focus. CIRK-FM operates, a classic rock station. With a strong emphasis on the music, spoken word programming is skewed to conversational content.

Programming samples:

- February 11 story: 96.3 The Breeze PSA Campaign for Heart & Stroke Foundation Heart Month.
- May 27 story: PSA Campaign for Walk for Alzheimer's, producing PSA promos and website listing.
- June 17 story: K-97 PSA Campaign for the PTSD Rolling Barrage Motorcycle Ride.
- September 16 story: PSA Campaign for Light the Night Leukemia & Lymphoma Society of Edmonton.
- October 21 story: PSA Campaign for MS Society of Canada – Rumfest, an event to bring awareness to MS Society of Canada and to help generate funds for the society.
- November 9 story: 96.3 The Breeze presented Jann Arden at the River Cree Resort and Casino in Enoch Cree Nation.

## Calgary

Stingray Radio has 2 licenses in the Calgary market. These are CKMP-FM, a CHR 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.

Programming samples:

- Throughout 2019, there has been ongoing sponsorship for:
  - Tribal Chiefs Employment and Training Services Association(TCETSA)
  - Calgary Multi-cultural Centre
  - Immigrant Services of Calgary( visible minority focus)
  - Ability Society( persons with disabilities)
  - Calgary Aboriginal Friendship Centre

## Camrose

Stingray Radio operates 2 radio stations in Camrose, Alberta. CFCW is a heritage, traditional country music station. It has a large coverage area, serving much of rural Alberta. CFCW-FM is a Country station featuring a new country format.

#### Programming samples:

- Throughout 2019: 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 19 story: PSA inclusion for the annual Ukrainian Malanka celebration at Innisfree Rec Centre.
- June 21 story: It's Indigenous Peoples Day, with an event happening in Lac La Biche.
- July 1 story: Project Reconciliation says it might be making a formal bid for the Trans Mountain pipeline. This is a group has representation from First Nations and Metis groups from Alberta, BC and Saskatchewan.
- September 1 story: The Maskwacis community celebrates the grand opening of its new library.
- October 29 story: CFCW sponsored the Miss Rodeo Canada Pageant, supporting women in rodeo.
- November 8 story: Ben & Noel Haggard at the River Cree Entertainment Centre in Enoch Cree Nation.

#### Central Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Red Deer	CKGY-FM	country
Red Deer	CIZZ-FM	rock
Brooks	CIBQ-FM	country
Brooks	CIXF-FM	classic hits
Drumheller	CKDQ-AM	country
Stettler	CKSQ-FM	country
Blairmore	CJPR-FM	country
Wetaskiwin	CKJR	oldies

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

#### Programming samples:

- January 11 story: Alzheimer's Awareness month.
- February 1 story: The Polar Plunge supporting Special Olympics is happening in Red Deer.
- February 21 story: Two brothers from Peru have made their way to Red Deer to help volunteer at the 2019 Canada Winter Games.
- April 18 story: Red Deer College signs the Colleges and Institutes Canada Indigenous Education protocol.
- June 20 story: Sixteen women were recognized for their achievements and dedication to the community, including two well-respected local Indigenous elders receiving the Lifetime Achievement Award.
- August 21 story: Parks Canada and Northern First Nations created the new Thaidene Nene National Park Reserve in Northwest Territories.
- October 29 story: Trans Mountain is hiring close to 2,200 people as work begins, with a focus on Indigenous workers.
- Wetaskiwin station airs the following weekly ethnic programs:
  - Sunday 3:30pm – 5:30pm – Augarela Portuguesa show
  - Sunday 5:30pm – 7:30pm – Italianissimo show
  - Monday-Saturday 6pm–9pm – Radio Sangsuran (East Indian music, news and information)

#### Eastern Alberta Region

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

<u>Market</u>	<u>Station</u>	<u>Format</u>
Lloydminster	CKSA-DT	Independent – Global programming
Lloydminster	CITL-DT	Independent - CTV programming
Lloydminster	CKSA-FM	country
Wainwright	CKKY-FM	classic hits
Wainwright	CKWY-FM	CHR
Cold Lake/ Grand Centre	CJXK-FM	classic hits
St Paul	CHSP-FM	country
Bonnyville	CJEG-FM	CHR
Lac La Biche	CILB-FM	classic hits

#### Programming samples:

- January 21 story: Aboriginal mentorship program offered by LCSD.
- February 19 story: A singing group from Frog Lake First Nations experienced the Grammys as they were nominated for best regional roots album.

- March 7 story: A conference was held for women in business to learn about different strategies about running their own business on International Women's day.
- April 15 story: The 14<sup>th</sup> annual Ukrainian dancing on the border festival took place to celebrate Ukrainian culture.
- June 28 story: Greek immigrant who owns Spiros wrote poem for Canada about this experience.
- August 15 story: First Nations father and son, chuck wagon drivers, heading into the CPCA finals.
- September 1 story: PSA Lac la Biche Cultural Days.
- November 1 story: Susan Cambridge, local resident from Trinidad, in studio discussing winning unsung heroes award at the diversity awards in Edmonton.
- December 18 story: Cree Club: students at Barr Colony School learn more about the first nation culture and language.

#### North-West Alberta Region

<u>Market</u>	<u>Station</u>	<u>Format</u>
Edson	CFXE-FM	country
Hinton	CFXH-FM	country
Hinton	CFHI-FM	classic hits
Whitecourt	CFXW-FM	classic hits
Athabasca	CKBA-FM	classic hits
High Prairie	CKVH-FM	country
Slave Lake	CHSL-FM	classic hits
Westlock	CKWB-FM	country

#### Programming samples:

- March 11 story: International Women's Day; which is aimed at gender equality, a greater awareness of discrimination and a celebration of women's achievements.
- May 13 story: Wainwright Aboriginal Education and Awareness program, educating on First Nations Culture.
- June 6 story: East Indian Camp day.
- June 21 story: National Indigenous Peoples Day; activities: Indigenous dancers and drummers, bannock making contest.
- August 14 story: Indigenous Day Hinton.

## Moncton

Stingray Radio operates 2 radio stations in Moncton. CJMO-FM is a classic rock station and CJXL-FM is a country station. The Music Director of CJXL-FM, Shilo Bellis, is one of the most-respected Music Directors in Canadian country music radio.

### Programming samples:

- January 29 story: The East Coast Music Awards nominations were announced With Tobique First Nation's Jeremy Dutcher nominated for *five* ECMA's, including Indigenous artist of the year, rising star recording of the year, and solo recording of the year.
- February 5 story: Promoted Old River Productions and Legal Services "Afro Culture from here 2019" a celebration of Black History Month.
- February 27 story: Blind skier wins medal for NB at Canada Games.
- March 14 story: Legendary Indigenous singer Buffy Sainte-Marie won an Oscar, a Golden Globe *and* a Juno, and now is set to be inducted into the Canadian Songwriter.
- March 20 story: Jesse Canney, who has autism, is coming home from the 2019 Special Olympics World Games with 3 gold medals and a silver.
- April 18 story: Poolside lift in Dieppe helps people with mobility problems enjoy a dip on their own.
- June 4 story: Paul McCartney gives shout out to teen for her version of a classic Beatles tune in her Mi'kmaw language.
- July 22 story: Filipino Association of New Brunswick First Annual Family Day at Riverview Caseley Park.
- September 12 story: Para swimmer Danielle Dorris sets new Canadian record at world championship.

## Fredericton/Saint John/Miramichi

Stingray Radio operates 2 stations in Fredericton, CFRK-FM, a country station, and CIHI-FM, a classic hits station. It also operates CHNI-FM in Saint John, broadcasting in the mainstream rock format. And it operates CHHI-FM in Miramichi which broadcasts in the classic hits format.

### Programming samples:

- February 1 story: 95.9 Sun FM morning show has been busy highlighting all of our Special Olympic athletes before the games begin on February 21<sup>st</sup>.
- February 16 story: PSA celebrating Black History month with food, entertainment and stories that are reflective of the Caribbean and African cultures.

- May 1 story: PSA and sponsor for Walk for Alzheimer's event.
- June 1 story: Superhero Walk for autism.
- July 21 story: The Natoaganeg Pow Wow took place in Eel Grand. It is the community's cultural, spiritual and social event of the year to celebrate drumming, dancing and regalia of First Nations people.
- August 30 story: Moncton's Jacob Leblanc, who was born without a leg, is invited to national para-hockey selection camp.
- November 8 story: A New Brunswick program has launched to help Indigenous university students transition into the workforce.

### Charlottetown

Stingray Radio operates 2 radio stations in Charlottetown. CHTN-FM is a classic hits station and CKQK-FM is a CHR station.

Programming samples:

- March 10 story: The 6th Gourmet for Gencheff turned out to be another big success with \$15,500 raised to help pay for food for the year at Camp Gencheff, which is open year round for people of all ages with disabilities.
- April 16 story: Special Olympics PEI has announced the plans for the 2019 Enriching Lives Gala, which is the largest annual fundraiser for Special Olympics PEI. The funds raised support over 600 athletes with an intellectual disability.
- August 12 story: The 11th annual Mi'kmaq Confederacy POW Wow will be held this week with traditional teaching circles which will share seasonal traditions, cultural ways and teachings, drumming, dancing and a delicious feast.
- September 1 story: The number of international students is up 20 per cent at Holland College this year. College President says international students – from 52 countries – make up 20 per cent of the college's student body. A special international student orientation event was held.
- October 1 story: PEI's Tommy MacGuigan is being awarded the Dr. Frank Hayden Athlete Lifetime Achievement Award by Special Olympics Canada.
- Dec 3 story: Vaeda Matheson, who has cerebral palsy, was introduced Monday as the Easter Seals Ambassador for the 2020 Easter Seals campaign in PEI.
- December 7 story: The creative talents of many Indigenous artisans will be on display in Charlottetown. Beadwork, paintings, dreamcatchers, necklaces, quillwork, photography, leather medicine wheels and Christmas decor are among the items being sold at the first PEI Indigenous Artisan Market.

## Halifax

Stingray Radio operates the 2 radio stations CFRQ-FM and CKUL-FM in Halifax. CFRQ-FM is a classic rock station, and CKUL-FM is a soft adult contemporary station.

Programming samples:

- February 6 story: Royal Canadian Mint unveils its first Black History Month coin, paying tribute to Viola Desmond. The silver coin will be issued in June around the 105<sup>th</sup> anniversary of Desmond's birth.
- February 11 story: Cheryl Maloney, a Mi'kmaq political science professor is researching the cultural relationship between indigenous people and Canada's favorite sport, hockey.
- March 20 story: The federal government said they plans to spend 4.5 billion dollars over the next 5 years on Indigenous Services.
- June 24 story: report shows Indigenous owned businesses are growing rapidly in Atlantic Canada. Last year businesses owned by Indigenous Canadians contributed 1.6 billion dollars to the Atlantic region which is a 137 percent increase from 2012 to 2016.
- July 29 story: Three Eskasoni First Nation arm wrestlers are off to the world championships this fall in Romania.
- September 23 story: History was made when 21-year-old Dominican, Jharrel Jerome became the youngest person to win an Emmy for Outstanding Lead Actor.
- November 4 story: More than 100 Indigenous women from across Canada and beyond are meeting in Nova Scotia this past weekend to partake in St. FX's Indigenous Women in Community Leadership program which now boasts over 122 graduates.
- November 27 story: The North American Indigenous Games are scheduled to take place in Halifax in July. The games will be the largest multi-sport cultural event ever held in Nova Scotia.

## Sydney, Nova Scotia

Stingray Radio operates two stations in Sydney. CHRK-FM is in a CHR format, while CKCM-FM is a country formatted station.

Programming samples:

- January 23 story: African Heritage Month is underway in Nova Scotia.
- February 9 story: Wave of international students has Cape Breton University on track to become Canada's most diverse university.



- April 3 story: The Unama'ki Leadership Summit; Chief Terry Paul will host leaders and key staff from across the Island's Mi'kmaq communities.
- May 29 story: Promoted Better Hearing and Speech open house for people with Hearing and speech disabilities.
- August 1 story: Norman Sylliboy of Eskasoni First Nation in Nova Scotia has been named grand chief of the Mi'kmaq Grand Council.
- August 19 story: Pier Melting Pot Festival, multicultural gathering of Filipino, West Indian, and Lebanese.
- October 22 story: Jaime Battiste made history Monday when he became the first Mi'kmaq politician to represent Nova Scotia in the House of Commons.
- November 17 story: 1943 which was written and recorded by Genevieve Fisher, a Canadian country artist and member of the Chippewa First Nation in Ontario, was added to our playlist.
- December 17 story: A woman from Manitoba's Sagkeeng First Nation is swamped with orders for her handmade necklaces after Whoopi Goldberg wore one of her red jingle dress dancer medallions.

### Kentville, Nova Scotia

Stingray Radio operates CIJK-FM Kentville in a rock format.

Programming samples:

- March 8 story: PSA International Women's Day; promoted a celebration that featured local women and women's organizations.
- May 15 story: Funding for the provincial Native Women's Association was announced today at Glooscap First Nation. Aim is to improve social, educational, health and employment opportunities for Indigenous women.
- June 4 story: The largest multi-sport event ever will be hosted in Atlantic Canada. Inspired by traditional Mi'kmaq artistry, the North American Indigenous Games logo will be unveiled by aboriginal leaders and municipal and provincial politicians.
- July 24 story: The federal government has announced 4.1-million dollars in support for Indigenous languages in Atlantic Canada.
- July 29 story: Two Valley athletes are named to Team Canada for the Lima 2019 Para Pan Am Games in Peru. They will compete in shotput and 100m wheelchair race.
- August 14 story: The Nova Scotia government has announced a new diversity bonus. It will apply to female students in a non-traditional occupation, people who self-identify as a racially visible, Indigenous, African Nova Scotian, a person with a disability or an international graduate.
- September 27 story: PSA Deep Roots Music Festival – highlighting several indigenous performers.

- October 15 story: The first ever all-female spacewalk is underway, as astronauts Christina Koch and Jessica Meir replace a broken battery charger outside the International Space Station.

### New Glasgow, Nova Scotia

Stingray Radio acquired two radio stations in New Glasgow, CKEC-FM and CKEZ-FM, effective November 26, 2018. Both were owned by Hector Broadcasting Company Ltd. CKEC-FM broadcasts a Hot AC format, while CKEZ-FM operates in the classic rock format.

Programming samples:

- February 4 story: The ceremony and celebration for the local launch of African Heritage Month will be held at Glasgow Square Theatre.
- March 7 story: Women's' Day- International Food Event takes in cuisine from diverse and delicious cultural backgrounds.
- March 29 story: Manitoba hockey player from Pimicikamak Cree Nation made his NHL debut with the Ottawa Senators.
- June 15 story: 'Rhythms of Life' explores Nova Scotia's cultural heritage; Moja Makani band performing specializing in African, Blues & Caribbean music.
- June 21 story: National Indigenous Peoples Day - a day to recognize and celebrate the unique heritage, diverse cultures and outstanding contributions of the Indigenous peoples to our society.
- October 1 story: Treaty Day, promoting public awareness about the Mi'kmaw culture and heritage for all Nova Scotians.

### St John's, NL

Stingray Radio operates 4 radio stations in St John's, NL. VPCM is a news-talk/classic hits station, VPCM-FM is a classic rock station, CKIX-FM is a CHR station and CJYQ is a country and traditional Newfoundland music station.

### Other Newfoundland and Labrador Stations

<u>Market</u>	<u>Station</u>	<u>Format</u>
Clarenville	CKVO-AM	news/talk, classic hits
Clarenville	CKLN-FM	country
Marystown	CHCM-AM	news/talk, classic hits
Carbonear	CHVO-FM	country
Corner Brook	CFCB-AM	news/talk, classic hits
Corner Brook	CKXX-FM	classic rock
Goose Bay	CFLN-FM	country
Grand Falls	CKXG-FM	classic rock
Grand Falls	CKCM-AM	news/talk, classic hits
Gander	CKXD-FM	classic rock
Gander	CKGA-AM	news/talk, classic hits
Stephenville	CFSX-AM	news/talk, classic hits

#### Programming samples:

- January 15 story: The President of the Nunatsiavut Government is welcoming the appointment of Seamus O'Regan as Indigenous Services Minister.
- January 26 story: Simon Tam has been elected as the new president for the Chinese Association of Newfoundland and Labrador.
- February 14 story: Grand Falls-Windsor prepares to host its first Special Olympics Winter Games for Newfoundland and Labrador.
- March 25 story: College of the North Atlantic will be hosting *THE GRIZZLIES*– an inspiring film about Inuit youth starring actors from Nunavut.
- May 1 story: The Watoto Children's Choir from Uganda will be performing their concert donations received will support their orphanage.
- May 27 story: A national wheelchair basketball coach, Mike Frogley, was in St. John's this past weekend to do a camp.
- June 20 story: The first female Indigenous Honorary Colonel of the 444 Combats Support Squadron will be officially invested into the role in a ceremony today in Happy Valley-Goose Bay.
- August 23 story: The Beothuk Interpretation Centre at presents "Voices on the Wind", celebrating the ongoing connection with the Beothuk people with singing, dancing, teaching and drumming featuring the Spirit Bay Mi'kmaq Drummers Group.
- September 30 story: Inuit Nunaliujuni Corporation will be holding their annual general meeting.
- October 7 story: The Canadian Hard of Hearing Association has launched an on-line tool to teach adults how to read lips.
- October 18 story: The Filipino community in Happy Valley-Goose Bay is the subject of a new documentary at the St. John's International Women's Film Festival.

## **Recruitment, Hiring and Retention**

### **Employment Practices**

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

### **Recruitment**

Stingray Radio adopts Employment Practices that have as their foundation the principles of equity, merit, and accommodation. Stingray Radio 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. Stingray Radio's recruitment policies ensure that specific measures are taken to ensure equity and accommodation in our hiring practices.

### **Hiring**

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

1. Stingray Radio Human Resources Manual
2. Stingray Radio Best Practices for Cultural Diversity
3. Employment Equity documents
4. Stingray Radio Anti-Harassment Policy
5. Stingray Radio Code of Business Conduct and Ethics
6. Tour of their 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 Stingray Radio are treated with dignity and respect. Stingray Radio 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. Stingray Radio will not tolerate behavior that may be considered discriminatory or harassing.

## Retention and Career Development

Stingray Radio recognizes our employees as our most valuable resource. The success of our organization is dependent upon the investment we make in our people at all levels of our company. Both formal and informal training are provided throughout our organization. Consideration is given to all employees, based on merit and opportunity for individual growth. Following is a sample of some the Career Development activities offered by Stingray Radio 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 broadcasting industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. Weekly conference calls are conducted with senior management, programming managers and sales managers to monitor current progress and future personnel needs in their respective disciplines at the individual business units.
3. In addition to professional development sessions sponsored by Stingray Radio, the company also encourages employees to enroll in courses offered by government agencies, professional associations and post-secondary institutions.
4. Attendance at conferences, trade shows and workshops are sponsored and encouraged by Stingray Radio as a means to exchange experiences and interact with other media personnel outside of the company.
5. Stingray Radio's corporate office employs senior executive personnel in each operational 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.

## Stingray Radio Initiatives

Stingray Radio recognizes the many opportunities that a diverse society presents in building a successful team of broadcasting professionals. The vast array of perspectives that come with a diverse workforce provide for a collaborative environment. 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, Stingray Radio engages a number of initiatives including the following examples:

1. In 2019 Flow 93.5 featured hundreds of Toronto artists from diverse backgrounds on our annual Made In Toronto Takeover daily program, which airs Sunday to Thursday 11pm to midnight. Flow turned over the airwaves to local, budding artists looking to make a name for themselves in Hip Hop and R&B. Not only did we spin their music, we invited them on the air to talk about themselves, their background and their future plans.
2. In 2019, Toronto's Boom 97.3 hosted 2 students from the Co-operative Education (CICE) certificate program. This program is designed to provide Adults with developmental disabilities the opportunity to develop enhanced Independence. The students helped with simple administrative duties and sat in studio with our middy host several times.
3. Stingray Calgary extended an opportunity to a NAIT Radio and Television undergraduate, who will be joining us in January 2020 as a Production practicum student. Responsibilities include editing mix down shows for air, assisting in recording and producing radio commercials, directing voice talent, and working with our promotions department helping in station events.
4. CFCW's promotions department had a practicum Student from the NAIT Radio and Television program who has physical disabilities.
5. Lloydminster Real Country 95.9 had one practicum student from MacEwan University this year, and seven students from NAIT in Edmonton. The station also did a job shadow for a First Nations student from Lakeland College for one day. There were numerous school groups throughout the year to tour the television studio.
6. 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 minority. All Stingray Radio job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Stingray Radio stations are present as well as in markets where Stingray Radio does not operate, in an effort to reach potential candidates that we may not be currently accessing.

### Stingray Radio Workforce

In terms of our workforce, it is Stingray 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 and communicate both the existing data and the objectives to all employees within Stingray Radio with recruiting responsibilities. An incentive plan that includes Employment Equity targets is incorporated at the General Manager level and is designed to encourage our senior managers to improve representation of women, aboriginal peoples, visible minorities and persons with disabilities. Progress is monitored and reported to the General Managers.

The following table indicates the present status of our workforce as filed with Employment and Social Development Canada on June 1, 2019.

<b>Stingray Radio</b>					
<b>2018 Workforce 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	113	48	3	1	6
Alberta	267	116	8	7	14
Ontario	146	63	5	5	19
Atlantic Provinces	282	110	12	10	5
Totals	808	337	28	23	44

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 Stingray 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**

Stingray 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 possessing potential for advancement are provided with opportunities to participate as guests in local management 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 Stingray Radio locations.
2. Where formal external training or educational programs are deemed beneficial and suited to an individual in the advancement of his or her career, Stingray Radio underwrites all costs and time off that may be required.
3. Stingray Radio funds the membership in all professional associations relevant to an employee's field of expertise.

## **Community and Outreach Activities**

### **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. Stingray 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, Stingray Radio promotes airplay for established and emerging artists among its stations. Where possible, we identify artists from diverse backgrounds 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 Stingray Radio stations.



### Canadian Content Development 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 Stingray Radio, we recognize that the success of our Cultural diversity initiatives relies on the integration of initiatives throughout all aspects of our business. Within our CCD commitments, we make every effort to ensure that CCD initiatives undertaken benefit individuals and organizations representing diverse peoples in Canada. . In 2019, Stingray Radio supported Carivibe, an organization that celebrates Caribbean culture in its annual festival, with a contribution of \$5,000. Stingray Radio provided CCD funds of \$40,000 to support Vancouver's Music Heals organization which supports music therapy for persons with illnesses and disabilities. In addition, Stingray Radio contributed \$4,918,154 to FACTOR, CRFC and Starmaker, who also support diverse artist initiatives.

### Industry Outreach Activities

#### Support of Canadian Broadcast Standards Council

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. Stingray Radio fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently a senior member of Stingray Radio's management team volunteers with the CBSC as a regional adjudicator and a member of the Board of Directors.

### Station Community Outreach Activities

As a responsible broadcaster, Stingray Radio has a number of methods it engages to ensure that it reaches out to the industry and the communities it serves.

## 1. Taking leadership roles in the community

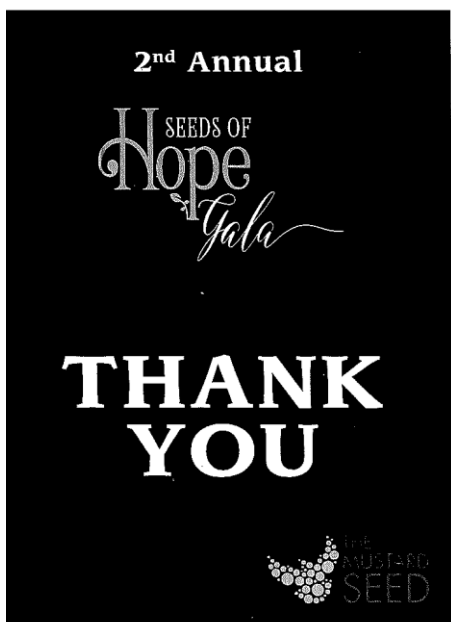
Because on-air broadcasters are professionally trained in public speaking, we are often called upon for public speaking engagements. Stingray Radio encourages this activity amongst its on-air staff, and particularly when there is a social benefit to the audience. Following are a few examples:

- K-97 emceed Sweet & Toronto at the River Cree Resort and Casino in Enoch Cree Nation. They also produced promos, with live Ad-libs, and the street team was on site.
- 96.3 The Breeze Presented Best of the Bee Gees NYE show at the River Cree Resort and Casino in Enoch Cree Nation. They produced promos, with Live Ad-libs, emcee responsibilities for the show, with Street Team on-site.
- Stingray Sudbury was live on location at the Dream Home to bring awareness/ raise money for people with hearing disabilities, in support of the Canadian Hard of Hearing Association.
- Sydney station was in attendance for the Just Paddle It Sport Festival held in the Eskasoni First Nation.
- CHLG, The Breeze Street Team were on-site at the Community Creekside Recreational Centre to walk in solidarity with women and girls around the world; the funds raised help fight poverty and social injustice.
- Vancouver Z95.3 Mornings' Leslie & Scooter emceed Kenneth Gordon Maplewood School's Gala. The support and generosity will help make our school accessible to the many students who deserve the specialized learning experience.
- CKZZ-FM emceed the Run for Women race. It is Canada's only national women's race raising funds for women's mental health initiatives in multiple cities across Canada.
- Morning show on Real Country (Vinnie & Randi) emceed the Aspires Evening of Decadent Desserts where cakes are raffled off with money supporting Aspire Special Needs Centre.
- CKGY once again was a big supporter and sponsor of the JDRF Ride to Defeat Diabetes. We showed support through social media posts, live liners, produced community calendars, produced promos and Luca (CKGY afternoon host) participated in the ride and emceed the event.
- Sydney CHRK were a media sponsor of the Annual Relay for Life. Our involvement included live reports, social media posts and emcee duties.

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

**Annual Seeds of Hope Gala – Red Deer Real Country 95.5 & Z98.9**

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**Real Country 95.5 & Z98.9**

On behalf of The Mustard Seed, we would like to thank you for your outstanding support of the 2nd Annual Seeds of Hope Gala in Red Deer. Over 400 guests were in attendance and together, we successfully exceeded our financial goals.

Your significant contribution will go towards:

- Purchasing a new gas stove with a grill and mixer for our school lunch and hot meal programs.
- Re-locating and renovation of our emergency shelter entrance.
- Funding health and wellness programming, which includes clinical services, advocacy, medical care, and mental health therapy.
- Fund our school lunch program to provide lunches and nutritional education to students in 35 Red Deer schools and City of Red Deer summer camps.
- Fund our overall operation which includes basic services through meals, clothing, hygiene items, counselling and spiritual care.

We appreciate your support and look forward to providing you an update in the near future on the significant difference you made in the lives of Red Deer's most vulnerable men, women, and children.

Sincerely,

*Scott Tilbury*

## **Growing the Good Program**

**From:** Kristine Knourek [<mailto:Kristine.Knourek@lloydminstercoop.com>]  
**Sent:** Tuesday, June 04, 2019 7:32 AM  
**To:** Stacey Commer <[scommer@stingray.com](mailto:scommer@stingray.com)>  
**Subject:** Thank You- Prime Time Local News and Lloydminster Co-op's Growing the Good  
**Importance:** High

Good Morning Stacey,

A heartfelt thank you to you and your team (Josh Ryan and Jim, camera person) for hosting the Prime Time Local News broadcast live from our Growing the Good activity at Jubilee Home last week.

This opportunity was well utilized as we were able to highlight several important features of the Growing the Good program, including our charity recipients (in this case, Queen Elizabeth Elementary School), our charity partner (Lloydminster Region Health Foundation), the benefitting facility (Jubilee Home), and the gentlemen who started "Blooms for Healthcare" (Don Whittaker and Ed Anderson).

Josh and Jim were professional, fun, and classy. Josh in particular was wonderful with the children, as many of them were curious about the TV station and the fact that they were broadcasting live. Several of them ended up being interviewed, which they LOVED!

Thank you again for the opportunity. It's always important to me that we share good news about our local media, as well as how much we appreciate the opportunities you provide our locally-owned Co-op.

Have a wonderful day,

**Kristine Knourek**, B Comm  
Marketing & Communications Manager  
Lloydminster & District Co-op Ltd.

## Special Olympics Alberta – Calgary

**Angel Morin**

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**From:** Anndee Noga  
**Sent:** Tuesday, December 17, 2019 11:22 AM  
**To:** Angel Morin  
**Subject:** FW: motionball - Thank you!

Anndee Noga | Promotions Director  
XL 103 & 90.3 AMP Radio  
403.520.1629  
1110 Centre Street N - Suite 100, Calgary, AB, T2E 2R2



**STINGRAY**

We are Stingray radio stations  
[stingray.com](http://stingray.com)

**From:** Annelise Milliken [mailto:[amilliken@motionball.com](mailto:amilliken@motionball.com)]  
**Sent:** Sunday, June 23, 2019 4:25 PM  
**To:** Dakota Miller <[dmiller@stingray.com](mailto:dmiller@stingray.com)>; Anndee Noga <[anoga@stingray.com](mailto:anoga@stingray.com)>  
**Cc:** Carrie Soby <[csoby@motionball.com](mailto:csoby@motionball.com)>  
**Subject:** motionball - Thank you!

Dakota & Anndee,

THANK YOU for being part of the 2019 motionball Marathon of Sport Calgary! On behalf of the entire motionball marathon of sport committee, we cannot thank you enough for your support, hope the gals had fun yesterday!

Without people like yourself, we would not be able to continue the incredible work we are doing to help fund and raise awareness for Special Olympics in our community and across the country.

It was an incredible day - 54 Special Olympics athletes, over 500 motionball participants, raising an incredible \$246,000 (and counting) net donation to Special Olympics Canada Foundation!

Thank you again for your continued support, looking forward to 2019 already!

motionball Marathon of Sport Calgary Event Directors,

Annelise & Carrie

--

Annelise Milliken  
Co-Director of motionball Marathon of Sport - Calgary  
403.613.9679

## **Leukemia & Lymphoma Society of Canada- Fredericton**

Thank You!

Dalton, Connor (Atlantic Canada Region) <Connor.Dalton@lls.org>

Mon 10/28/2019 4:29 PM

To: Steven Trafford <strafford@stingray.com>

Hi Steve – thank you for your help on Saturday! We have a special community in Fredericton and it was great to see people walk to support survivors like Sydney, Eleri and others.

Our Fredericton total raised will be over \$23,000, which help us to fund research and patient support programs.

Thank you again and see you next year!

Connor

:: Connor Dalton  
:: Senior Community & Fund Development Coordinator  
:: The Leukemia & Lymphoma Society of Canada  
:: Halifax Chapter | Atlantic Canada Region

### **2. Offering work experience placements and tours to educational groups**

Stingray Radio provides public access at all times for students to tour the facilities and learn about broadcasting and the music industry.

CIZZ 98.9 FM Red Deer hosted a tour of the studio to the RCM Transport Chiefs hockey team. They were shown how the process works from the start to the point of what they hear on the radio. They also got to go live on the air and record one of the Christmas Greetings that we ran.

Sudbury station gave a tour to the Adult Enrichment Center. It is a life skills center for adults with developmental and physical disabilities. The foundation of the programming is based on life skills training enabling the members to become as independent as possible (to their abilities), within their settings and within their community.

The New Hot 89.9 offered tours to numerous schools and organizations including Girl Guides throughout 2019. From May to September they employed a student from Live, Work, Play, an organization that places students with intellectual disabilities in real life work environments. The station also hosted students as part of Take your Kids to Work Day. They

were trained in the studio, wrote a commercial with the creative department, voiced the commercial and observed production.

CJXL Moncton hosted a group of blind immigrant students from Syria along with translators to show them how media operations run in Canada. CJXL/CJMO also gave a tour to Francophone radio broadcast students from CCNB to explain the differences between some Francophone & Anglophone Broadcasters.

CJXL/CJMO hosted a Radio Broadcasting student from NSCC Dartmouth for 2 weeks. The student worked in the programming department on items like Diversity reports, station monitors, traffic monitors, and other administrative duties in programming.

3. Providing the “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 47 markets that Stingray Radio serves, hundreds of charities and special interest groups receive countless hours of airplay annually to promote their organizations. Following is a small sample of organizations benefiting from this initiative:

- Canadian Institute for the Blind – Ride for Sight
- ALS- ALS Walk
- Muscular Dystrophy – Walk for MD
- Crohn’s and Colitis Society – Saint John Gutsy Walk
- Parkinson Society – Super Walk
- Cystic Fibrosis Canada – Drive 4 Daxton Cash Wash
- Brain Injury Society – Berry Architecture Wellness Ride
- Easter Seals hosting the Annual Telethon- kids with physical disabilities
- Canadian Council of the Blind – Cycle for Sight
- Heart and Stroke Foundation – Jumpstart
- Canadian Cancer Society- CIBC Run for The Cure/ Mudmoiselle
- Kidney Foundation of Canada- Kidney Walk
- Special Olympics- Marathon of Sport
- Spinal cord Injury Alberta- Annual Golf Classic and Comedy Night
- Canadian Blood Services- Bloody October

#### **4. Providing 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; and
- Call-in segments embedded in our daily programming.

#### **Internal Communication**

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

1. Direct to all email for company-wide notifications
2. Secure Stingray Radio HR website and Job Posting website
3. Cultural Diversity Coordinator who acts as a contact person to field questions and facilitate communication with regards to Stingray Radio's diversity policies and initiatives.
4. An Employment Equity Representative Council who work with the company on behalf of employees to prepare and monitor the company's Employment Equity Systems Review and Employment Equity Plan.
5. Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with all staff.

#### **Conclusion**

This report provides a detailed account of our policies, objectives, accomplishments and 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 Stingray stations each and every day to ensure that the interests of our diverse constituents are fulfilled. Stingray continually enhances its diversity activities and monitors initiatives to ensure that its Cultural Diversity goals are achieved. Stingray 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 Stingray Radio stations

<u>Artist</u>	<u>Origin</u>
Alicia Toner*	Canadian
Alx Veliz *	Guatemalan
Apl.de.ap(Black Eyed Peas)	Filipino
Band	Native-Canadian
Beatrice Hope	Aboriginal
Bebe Rexha *	Albanian
Belly	Palestinian
Blanco Brown*	African American
Bob Tarrant	Person with Disabilities
Bon Jovi	Italian - American
C & C Music Factory	African-American
Camila Cabello*	Cuban- American
Carolina East*	Indigenous
Cypress Hills	Latino, African - American
Damian Marley	Jamaican
Danny Fernandes	Italian - Portuguese
Def Leppard	Person with Disabilities
Desiigner *	African-American
Divine Brown	Jamaican
Don Amero*	Aboriginal
Eastern Owl*	Indigenous
Edgar Winter Group	Albinism
Elise Estrada	Filipino
Far East Movement	Japanese,Chinese,Korean,Filipino
Fifth Harmony *	Mexican, Cuban, African American
Five + None*	African
Foundations	West Indian-Sri Lankan
Freddy Fender	Hispanic
George	Japanese
Gloria Estefan	Cuban-American
Greatful Dead	Person with Disabilities
Haddaway	Trinidadian
Hootie and the Blowfish	African-American
Hot Chocolate	African-American

<u>Artist</u>	<u>Origin</u>
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Lil Nas X*	African American
LocoCity*	African American
Luis Fousi*	Puerto Rican
M.I.A.	Indian
Main Ingredient	African-American
Massari	Lebanese
Matisyahu	Israeli
Maxine Nightingale	Black British
Migizi*	Aboriginal
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities
Nelly Furtado	Portuguese
Neneh Cherry	Sierra Leonean – Swedish
Nicki Minaj	Trinidadian
Oasis	Person with Disabilities
Omi *	Jamaican
Pitbull	Cuban
Poison	Person with Disabilities
Queen	Indian-Persian
Rammstein	German
Ray Charles	African-American, visually impaired
Ricky Martin	Puerto Rican
Rihanna	West Indian
Robbie Robertson	Aboriginal
Ronnie Milsap	Person with Disabilities
Ruth B *	Ethiopian
Seal	Black British
Sean Paul	Jamaican
Shakira	Columbian
Shane Yellowbird	Aboriginal
Shawn Desman	Portuguese
Shirley Montague	Aboriginal

Jacinda Beals	Aboriginal
Jade Eagleson*	Canadian
Jason Derulo	Haitian-American
Jim Fidler	PWD, visually impaired
Jimmy Allen*	African American
Jimi Hendrix	African American
Joan Baez	Mexican
Jojo Mason*	African American
Jose Feliciano	Latino, Visually Impaired
Julian Taylor Band *	Mohawk/West Indian (Jamaican)
Kane Brown*	African American/Cherokee
Kardinal Offishall	Jamaican Canadian
K'Naan	Somali
K-OS	Trinidad
LL Cool J	Afro-Barbadian
Labrador Black Spruce	Aboriginal

Slug The Bird*	PWD- physical disability
Soundgarden	Indian
Steve Perry	Portuguese
Stevie Wonder	African American, PWD
Susan Aglukark	Aboriginal
Swollen Members	African-Canadian
System of a down	Lebanese, Armenian, Persian
Tebey	Nigerian
Terri Gibb	PWD, visually impaired
The Dead South *	Canadian
The Lionlys	Italian
The Plastic Ono Band	Japanese
Thin Lizzy	African-Brazilian
Tom Jackson	Aboriginal
UB40	Black British
Zara Larsson *	Swedish

\* denotes emerging artist