



**Newcap Radio**

**Cultural Diversity Plan**

**2015 Annual Report**

Submitted January 13, 2016



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## **Introduction**

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

(d) The Canadian broadcasting system should

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

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

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

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

Newcap Radio operates 70 originating radio stations in 45 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 – Regulatory Affairs and Strategic Planning. This individual is responsible to the Chief Operating Officer, in the fulfillment of these duties. This individual is also responsible, in collaboration with station and corporate management, for the establishment and dissemination of the company’s goals and progress thereon for the benefit of all Newcap employees, our audiences and the communities we serve. To further facilitate cultural diversity initiatives, Newcap has appointed a Cultural Diversity Coordinator who liaises with all staff on diversity matters. Commitment to cultural diversity is inherent within all staff positions in Newcap.

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

Newcap cultural diversity plan includes the following goals:

1. To maintain a corporate culture throughout all levels of its organization that fosters the acceptance of the diversity that exists within individual communities and within Canada as a whole.
2. To ensure that all members of the Newcap organization understand the richness that exists within a multicultural nation and how that richness can be celebrated to strengthen the social fabric of Canada.
3. To ensure that all Newcap employees appreciate the unique opportunity that we as broadcasters have to be leaders in propagating the messages of equality and acceptance of diversity in Canada.



4. To ensure that our programming accurately reflects the diversity of the communities we serve, and that the quantum of our programming relevant to diverse members of our audience is representative.
5. To ensure that the workforce employed by Newcap Radio are representative of the diversity that exists within the communities we serve.

### Cultural Diversity Plan

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

1. A cultural diversity coordinator is devoted to providing administrative support to Cultural Diversity initiatives.
2. The "Newcap Radio Best Practices for Cultural Diversity" document is delivered to all Newcap employees. It has been incorporated into our Human Resources manual and forms part of our Newcap New Hires employee orientation package.
3. Meetings are held semi-annually with each region to discuss employment equity and cultural diversity matters. Information is forwarded to each business unit on the off quarters, with the opportunity to schedule a meeting if one is warranted.
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.

### Programming samples:

- January 22 story: Kelowna Mayor 1<sup>st</sup> Indo-Canadian Mayor in Kelowna history.
- February 7 story: Salute to a disabled Kelowna swimmer competing in Germany in an international meet.
- March 31 story: Big White sponsoring training for Paralympic skiers.
- April 3 story: Westbank first nations celebrating 10 years of self-governance.
- April 21 story: Bruce Cook, a local mc stuntman injured and left a paraplegic, progress a year later.
- April 25 story: Visakhi Day celebrations Indo-Canadian community in Kelowna/Valley.
- May 5 story: Okanagan College initiative to enroll more women in trades.
- June 8 story: Local wheelchair rugby competitor, Rusty Ensign coaches paraplegic.
- July 28 story: NFL's first female coach hired by Arizona cardinals.
- Sept 9 story: Aboriginal tourism an area of growth in Okanagan tourism.

## Vancouver

Newcap Radio operates broadcasting licenses CKZZ-FM (Zed 95.3), CHLG-FM (LG 104.3 FM), and CISL-AM (AM 650) in Vancouver. CKZZ-FM format is Top 40/Pop; CHLG-FM is Classic Hits; and CISL broadcasts in the Oldies format.

### Programming samples:

- February story: Vancouverite Sue Higashio and Whistler resident Joanna Hindle, both made the short list of 100 finalists who are vying to travel to Mars in 2024.
- February story: Gung Hei Fat Choy, Happy Chinese New Year.
- April story: Lafflines Fundraiser for Uganda.



- May story: The Metro Vancouver Philippine Arts & Culture Exposition Society is pleased to announce the 2015 Philippine Days Festival event commemorating the 117th Anniversary celebration of the declaration of Philippine Independence. This annual spectacle will give you a taste of Filipino cuisine, Culture and the Arts.
- June story: National Aboriginal Day is Sunday and festivities will happen tomorrow at Canada Place and Sunday at Trout Lake.
- August story: Kou Sasaki from Japan will be heading to the coastal village of Klemtu, where his vessel washed up in the spring of 2013.
- September story: Viola Davis became the first African - American actress to claim top drama acting honor.
- September story: Join the Z Crew at Minoru Community Park for The Richmond World Festival. This one day festival will feature music, food, sport and culture from around the world.
- October 29 story: An exciting day for parents in China. The country is officially end its longstanding one-child policy, allowing couples to have two children.

## 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.

### Programming samples:

- January 6 story: Веселих свят! = Happy Holidays! Today is Christmas Eve for Eastern Orthodox Christians: Russians, Ukrainians, Serbians, Greeks, and Macedonians.
- March 3 story: The medals for this summer's Pan American Games and Parapan Am Games feature Braille for the first time ever.
- March 9 story: Ottawa man with Parkinson's continues to follow dream of building a hybrid car by hand despite his disability.
- April 7 story: 100 year old swimmer from Japan sets 1500 metre record.
- May 8 story: Philippines president, Benigno Simeon Cojuangco Aquino III is in Canada for a week.



- May 26 story: Local artist Juan Manuel Delgado originally from Costa Rica painted the Pope and presented him with it in person.
- August 27 story: Kenyan javelin thrower Julius Yego won gold at the World Championships in Beijing on Wednesday with a new African record throw of 92.72 meters. His win puts him in position to become the first Kenyan to win an Olympic gold medal in a field event.
- September 22 story: Buffy Saint Marie, aboriginal, scores the Polaris Music prize worth \$50,000.
- October 5 story: Scientists Arthur McDonald of Canada and Takaaki Kajita of Japan win 2015 Nobel Prize in Physics.
- December 29 story: New texting 911 service coming to Ottawa to help hearing and speech impaired people communicate in emergencies.

## Toronto

Newcap Radio operates 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.

### Programming samples:

- April 27 story: First day on the job for African American police chief, Mark Saunders.
- May 8 story: Columbian-American actress, Sofia Vargara receives star on Hollywood walk of fame.
- June 30 story: Floyd Mayweather junior, African American, and Manny Pacquiao, Filipino, highest earning celebrities of the year.
- July 9 story: Rosie Perez, Puerto Rican-American, is leaving the show, The View.
- July 29 story: Olivia Chow, Chinese, re-enters politics trying to re-win former riding.
- September 2 story: T-pain, Jamaican-African American, sings national anthem at dodger's game.
- October 22 story: Chris Rock, African American, announced to host 88th Oscar awards.
- November 6 story: Maple Leafs Nazem Khari, Arabian-Canadian leads the Leafs in shots on goal.
- November 20 story: Mariah Carey, Afro-Venezuelan and Nicki Minaj, Trinidadian, may return to American idol in final season.
- 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.

## 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.

### Programming samples:

- January 17 story: Don Felder concert at The Venue at River Cree.
- May story: George Canyon and Crystal Shawanda, Aboriginal artist, will be part of the lineup for Edmonton's Aboriginal Day celebration on June 20<sup>th</sup>.
- June story: The community of Driftpile is hosting their big pow-wow this weekend. Organizer Stan Isadore says it's a good chance to learn about the Cree people.
- July story: Building Communities through Arts and Heritage program will be donating money towards this year's Ukrainian Pysanka Festival in Vegreville. There are more than 300 thousand people of Ukrainian descent living in Alberta today.
- August story: The 40th edition of the Heritage festival in Edmonton was a big success.
- August story: On this day in 1877, the Plains and Wood Cree people signed Treaty 6 with the Crown. Today, a ceremony at Edmonton City Hall marked 138 years of partnership.
- August story: An aboriginal woman from the Enoch Cree Nation in Alberta has been crowned Mrs. Universe 2015. Ashley Burnham is an actress, model and motivational speaker.
- September story: The province is teaming up with the Canadian Red Cross to help Syrian refugees.
- October 15 story: PSA for Nina Haggarty Centre, persons with disabilities.



## 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.

### Programming samples:

- November 23 story: Calgary Mayor Naheed Nenshi says two of about 400 Syrian refugee families are expected to arrive in his city today.
- Throughout 2015, 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

## 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.

### Programming samples:

- Throughout 2015: 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 17: PSA ran for Ski and Board for Haiti at Rabbit Hill for the Olive Tree Project, helping women and children in Haiti.
- February 13: PSA St. Martin Ukrainian Bilingual Elementary School 50<sup>th</sup> Anniversary Zabava.
- April 25: PSA ran for MS ride for MS research.
- May 16: CFCW presented this film at the Global Visions Film Festival about the first Japanese Country singer to perform on the Grand Ole Opry.
- July 31: PSA for Metis Hivernant Cultural Society Rendezvous.



- August 29: PSA for Rundles Mission 175 Anniversary celebrating the Alberta Historic site where missionaries, fur traders and aboriginal peoples settled in western Canada.
- September 13: PSA ran for Parkinsons Step n' Stride.
- October 3 PSA ran for the Camrose Wildrose Dance Club Oktoberfest, a German themed event.
- November: Nina Haggerty Centre for the Arts -PSA's ran all month for this center which gives persons with developmental disabilities the opportunity to express themselves creatively.

### 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 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:

- February 15 story: A record of almost 193 thousand dollars was raised for the Central Alberta Ronald McDonald House.
- March 7 story: A new wheelchair accessible playground will open in Olds this summer.
- March 21 story: Red Deer College is hosting a symposium that will feature a wide range of speakers and presentations aiming to foster a connected community and enhance the accessibility of sport for those living with impairments.
- April 26 story: Local rotary clubs are helping with fundraising efforts to send supplies to the devastated Nepal region.



- July 15 story: War Amps Float- six local child amputees will be on the float this year spreading their safety messages along to other central Alberta youth.
- July 19 story: The Red Deer PCN Wellness Ride in hopes of raising funds for the Canadian Mental Health Association and Central Alberta Brain Injury Society.
- August 13 story: Red Deer's annual Latin Fiestaval returns for its 6th year. The Fiestaval takes over the area with Latin food, vendors, various community organizations and displays of Latin culture.
- October 7 story: The annual Ride for Diabetes Research is being held at Red Deer's Bower Place.

### 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

Programming samples:

- February 27 story: CILB was joined by 4 players from a Native minor hockey team to discuss a fundraiser for them to go to the Native Hockey Provincials.
- April 1-24 story: Various and Multiple PSA's for Native Friendship Centre Music Jamboree at the end of the month.
- April 1 story: Authorities in the Philippines are warning people to be on high alert as Super Typhoon Maysak approaches the country's eastern coast.



- April 27 story: Members of Canada's small Nepalese community are raising money to help with the relief effort after the weekend's devastating earthquake in their homeland.
- July 7 story: Indigenous leaders from across Canada are meeting in Montreal this week. Some First Nations members are calling it the most important federal vote of their lifetime.
- July 30 story: Cambodian actress Angelina Jolie has visited a camp for displaced people in Myanmar, also known as Burma.
- August 1 story: Lac la Biche Pow Wow Days – live remote.
- October 20 story: It's an emotional day in North Korea. Three days of reunions have begun for relatives who have not seen one another since the Korean War more than 60 years ago.
- Wetaskiwin station airs the following weekly ethnic programs:
  - Sunday 2pm – 5:30pm – Augarela Portuguesa show
  - Sunday 5:30pm – 7:30pm – Italianissimo show
  - Monday-Saturday 6pm–10pm – Radio Sangsuran (East Indian music, news and information)

### 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

### Programming samples:

- January 16 story: CKBA Morning Show - 2 High School students discuss the Spread the Net fundraiser to raise funds to buy bug nets for 3rd World Countries.
- March 16 story: Metis Youth Conference in High Prairie.
- April 22 story: Cree community celebrates 25<sup>th</sup> anniversary of Odeyak voyage.
- May 11 story: Aboriginal Gift Lake Teacher, Erica Cunningham, gets nomination for Edwin Parr Award. The award recognizes first year teachers that demonstrate exemplary dedication and commitment in the field of education.



- May 25 story: Wheelchair Marathon – All accessible sporting event in Hinton.
- August 14 story: Connor Bissett, a Whitecourt Special Olympics swimmer is competing at the Western Summer Games.
- August 31 story: First Nations woman crowned Mrs. Universe 2015.
- September 29 story: Culture Days 2015 (Interview: Jamie Linnington, executive director: Slave Lake Native Friendship Center).
- September 14 story: Guest in from the MS Society.
- October 8 story: World Sight Day (WSD) is an annual *day* of awareness held on the second Thursday of October, to focus global attention on blindness and vision impairment.

### 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.

Programming samples:

- February 9-27 story: Easter Seals “Dancing with the Stars” event, supporting people with disabilities.
- February 25 story: There's a call for a pilot program for reading and writing at two First Nations' elementary schools to be rolled out across Canada.
- April 15 story: Upcoming graduation ceremonies for Cambrian College's Aboriginal Wabnode Centre.
- May 13 story: A strong earthquake has hit Japan in the same region devastated by a major quake and tsunami in 2011.
- June 21 story: N'Swakawok Friendship Center - Aboriginals Got Talent.
- September 14 story: Premier Kathleen Wynne says the Ontario government is pledging 10.5 million dollars to the Syrian refugee crisis.
- August 31 story: A 25-year-old from Alberta's Enoch Cree Nation has become the first First Nations woman — and the first Canadian — to win the Mrs. Universe pageant.
- September 24 story: Aino Laamanen, Finnish, has confirmed she's running for the Conservative party in Sudbury's Nickel Belt riding.
- October 22 story: 91 turbines will be installed on a first nation between Sudbury and Parry Sound. A deal was just signed. Chief Wayne McQuabbie of the Henvey Inlet First Nation said he was thrilled in a press release that they are able to contribute to a green economy and cleaner Ontario.
- October 26 story: (Aboriginal Gathering Rooms) The Ontario government has opened special meeting rooms where traditional smudging ceremonies can take place in certain public buildings.



## 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.

Programming samples:

- January 16 story: Federal government gives money to help 40 New Brunswickers with disabilities overcome barriers to finding a job.
- February 1-14 story: MAGMA (Multi-Cultural Association of Greater Moncton) 5<sup>th</sup> annual skate drive.
- March 12 story: A benefit concert will be held for a NB girl who had partial amputations on both of her arms and legs.
- May story: Promoted Asian Heritage Month and the 13<sup>th</sup> Asian Festival.
- May 20 story: Citizenship ceremony for all nationalities being held in Moncton.
- June 2 story: Promoted the 50 km relay race in support of the Para sport program that purchases multi-sport wheelchairs and hockey sledges for Para sport activities in local schools.
- July 17 story: Mosaiq multicultural festival gets underway in Moncton.
- July 28 story: First Nation dance performers will be part of the NB provincial exhibition.
- September 15 story: Oromocto First Nation in NB has its first female Chief.
- September 15 story: The 6<sup>th</sup> bi-annual Moncton Armenian Festival will be held from October 1<sup>st</sup> to 4<sup>th</sup>. Armenia is a very small country bordering Turkey.

## Fredericton & Saint John

Newcap Radio operates 2 stations in Fredericton, CFRK-FM, a CHR station, and CIHI- FM, a classic hits station. Newcap Radio also operates CHNI-FM in Saint John, New Brunswick. This station broadcasts in the mainstream rock format.

Programming samples:

- March 13 story: Dining in the dark tee up for CNIB.
- March 13 story: - Bread & Roses with the Alex Bailey Swing Band: An International Women's Day celebration.



- May 19 story: Randy Dickinson, sworn in as new city councilor for ward 12. He is a staunch advocate for those with disabilities and is disabled himself.
- June 4 story: Haitian, Michaelle Jean head of Francophonie, gives speech at New Brunswick legislature.
- June story: Cultural Expressions Festival – where song, dance and ethnic food for the weekend at Officers Square celebration of Iranian, Scottish, Irish, Nepali, Arabic, Chinese and Korean. Barry attended, Summer Cruise handed out T shirts and stickers and mingled with the people.
- July 3 story: Cuban baseball team on tour of the Maritimes, plays a Fredericton under 16 boys team.
- July 27 story: Indian Summer Games being held in Woodstock. All fifteen Mi'kmaq and Maliseet communities sending athletes.
- July 29 story: New Cultural Market to open on August 1. All vendors are local immigrants who moved to the Fredericton area.
- September 15 story: Oromocto First Nation has its first female chief - Shelly Sabattis, who was sworn in during a traditional ceremony for a two year term. She is donating her salary as a counselor to the community elders for their use.
- November 17 story: Feature interview with Randi Dickinson, Vice-President and founder of the John wood Foundation. He is in a wheelchair and on a ventilator and has Muscular Dystrophy. The foundation raised money to help others with MS, to cover specific costs related to dealing and living with a serious disability.

### Miramichi

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

#### Programming samples:

- January 26 story: Miramichi City Council tables motion to provide funding to Miramichi Multicultural Association while they wait for word on funding from province.
- February 19 story: Demo of new accessibility trike for physically challenged/elderly.
- February story: Ongoing coverage of playoff hockey series between Miramichi Phantoms (whose roster contains a number of aboriginal players) and Elsipogtog First Nation Hawks.
- March 5 story: Story on the need for more services for adults with autism.



- March 10 story: Women of Miramichi Entrepreneurial Network host International Women's Day event.
- March 15 story: Coverage of new school opening on Eel Ground First Nation.
- April 22 story: Story on provincial government appointing more women to agencies, boards and commissions.
- May 4 story: Created awareness with on-air interview about 'Kindness Day'. A part of Mental Health Awareness Week.
- June 20 story: Metapanagiag Pow Wow; Community Cruiser visit to Pow Wow on reserve.
- June 21 story: National Aboriginal Day - Day to recognize the unique heritage, diverse cultures and contributions of Canada's First Nations.

### 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.

#### Programming samples:

- January 10 story: PSA: Annual Lebanese Levee hosted by the Canadian Lebanese Association of PEI.
- January 29 story: Jacqueline Tuplin, aboriginal, announced that she is seeking the NDP nomination for District 23 Tyne Valley. She also has served on the Aboriginal Women's Association.
- February 22 story: PSA: a Celebration of our Cultural Mosaic is an opportunity for many different ethno-cultural groups to come together as one to celebrate Island Life and highlight the diversity that makes up our community. Ethno-cultural groups including Chinese, Sri Lankan, Scottish, Pilipino and many more will be sharing their heritage and ethnic traditions by setting up booths that display arts and crafts, costumes, decorations and sample ethnic foods and performances.
- March 31 story: UPEI President and Vice Chancellor Dr. Alaa Abd-El-Aziz. Egyptian, reappointed to a second five-year term.
- May 26 story: A citizenship ceremony is held by Citizenship and Immigration Canada to coincide with Asian Heritage Month in May.
- June 20 story: PSA: Latin Night Party Charlottetown Legion. We will have a DJ playing Salsa, Bachata, Merengue and International Music; we will also have a Bachata dance class.
- July: PSA: CNIB Charlottetown invites you to make a difference in the life of someone who is blind or partially sighted by volunteering just a couple hours a week. As a Vision Mate, you'll be matched with someone in your



community to help them with everyday activities like running errands and going for a walk.

- July 13 story: Special Olympics PEI held a public send-off reception for two PEI athletes, 10 pin bowler Jenna Smith from Tyne Valley and John Paynter, trained in athletics, from Freetown, who will represent PEI and Canada at the Special Olympics World games.
- August 19 story: Raghav in studio (East Indian musician).
- December 4 story: The Disability Advisory Council has created the Champion for Inclusion Award to recognize those who promote inclusion for persons with disabilities. The award was presented the award on International Day for Persons with Disabilities.

### 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.

#### Programming samples:

- January 13 story: NS Human Rights Commission hires 1<sup>st</sup> ever Aboriginal Education officer.
- May 1 story: Assembly of First Nations Chief Shawn Atleo announces resignation.
- June 8 story: 6<sup>th</sup> annual Walk to fight Arthritis raises \$1.6M in Canada, \$42 thousand in Halifax.
- August 17 story: Study finds Canada's health care system pays out billions of dollars each year to help 3.5 million people with diabetes.
- October 2 story: St Francis Xavier University creating new scholarships for Aboriginal & African Nova Scotian students thanks to \$ 8M donation.
- November 4 story: New Trudeau cabinet includes 2 Aboriginals, 2 people with disabilities and several visible minorities.
- November 13 story: NS Sport Hall of fame to induct 6 people including African NS boxer & a para swimmer.
- November 18 story: Morning show team chatting about Marguerite Wabano who passed away this week. She was a Cree and was 111 years old. The oldest living woman in Canada.
- November 19 story: Upcoming Halifax International Security forum program will include plight of Syrian refugees. Opening speech by new Indian defense minister, Harjit Sajjan.



## 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.

### Programming samples:

- March story: Today is World Autism Awareness Day. Its aim is to shine a light on the condition as a growing global health concern.
- April story: We featured a short video on our Facebook pages about a young boy, born blind, learning to use his walking cane to step over a curb and how kids have to learn how to use their cane for mobility.
- May story: The First Nations Community of Eskasoni is hosting a provincial conference this week on preserving the Mi'kmaq language and culture. About 400 people from communities across the province will discuss partnerships to building the Mi'kmaq language through history oral language and education.
- May 28 story: Pub night fundraiser for Haley Street Center in North Sydney. The Haley Street Center is a job training facility for adult with disabilities and fundraising helps them provide services for clients in that area.
- June 19 story: We promoted National Aboriginal Day and the celebration at the Membertou Heritage Park. It's the 3rd anniversary of the Heritage Park and tradition Aboriginal drumming and dancing will be happening during the event.
- July 30 story: We promoted the Caribbean Festival, hosted by St. Philip's African Orthodox Church.
- September story: CBU is hosting their Multi-versity festival tomorrow. A celebration of the university's diversity, a portion of the event will shine a light on the efforts of Cape Bretoners to help Syrian Refugees.
- September 10 story: a Special Olympics Track and Field event was promoted. The station talked about the games that are played and put the call out for participants with Intellectual Disabilities or those who are in wheel chairs.
- September 11 story: Membourtuou First Nation's annual fall Pow Wow was promoted during the Early show. The four day long celebrations include traditional feast, dancing competitions, the lighting of the sacred fire and drumming performances.
- October 13 story: We aired a series of promos for the Wagmatcook Cultural & Heritage Center- These items presented a glimpse into the history and traditions of the Mi'kmaq people.



Kentville, Nova Scotia

Newcap operates CIJK-FM Kentville in a Rock format.

Programming samples:

- February 11 story: Africa Youth Talent Show- promoted tickets and event.
- March 16 story: Bank officials with the Paq-tnkek First Nation in Antigonish recently brought up the possibility of creating a primary-to-grade-six school.
- June 20 story: Promoted Ugandan Watoto Children’s Choir Concert- African Rhythm, contemporary gospel and ethnic dance.
- July story ongoing: Promotion for Awareness of VANSDA (Valley African Nova Scotian Development Association).
- August 7-15 story: Had on-air interviews, social media, and online promotion for local para pan am athlete Ben Brown.
- September 30 story: Promoted Historic talk by Karolyn Smardz Frost on African Canadian Culture and Society.
- October 23 story: Promoted 10<sup>th</sup> annual Tools for Life Conference. Tools for Life Fairs are for students with disabilities and anyone who offers support as they transition from high school to college or work.
- November 13 story: Promoted King’s Kikima Grannies Fundraiser at Acadia’s Wong International Centre. Kikima is a small village in Kenya.
- December 4 story: Promoted the International Café- an event for immigrants, international students, and community members.

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>
Clareville	CKVO-AM	News, Talk, Country, Trad NL music
Marystown	CHCM-AM	News, Talk, Country, Trad NL music
Carbonear	CHVO-FM	Country
Corner Brook	CFCB-AM	News, Talk, Country, Trad NL music
Corner Brook	CKXX-FM	Classic Rock
Goose Bay	CFLN-FM	News, Talk, Country, Trad NL music
Grand Falls	CKXG-FM	Classic Rock



Grand Falls	CKCM-AM	News, Talk, Country, Trad NL music
Gander	CKXD-FM	Classic Rock
Gander	CKGA-AM	News, Talk, Country, Trad NL music
Stephenville	CFSX-AM	News, Talk, Country, Trad NL music

Programming samples:

- January 8 story: The Qalipu Artisans and Crafters Residency Program has been created to help support the development of Mi'kmaq arts and crafts.
- February 2-27 story: PSA's: NL Aboriginal Women's Network - Series of women's culturally based wellness workshops.
- February 24 story: Members of the Community Council are holding a special reception in Ottawa today as part of the 250th anniversary of the first ever Treaty with the Inuit.
- June 2 story: Members of the Cochrane Street United Church are putting on a Zimbabwean cultural event in order to help 2 sponsor children through school. Participants will be able to take part in traditional food, music, art and more from Zimbabwean culture.
- June 26 story: As part of the recently released provincial strategy for inclusion of persons with disability, the province is now accepting applications for the 2015 accessible vehicle funding program. \$600-thousand is available to help individuals and organizations to improve accessibility to those with disabilities.
- July 3 story: If you're looking to immerse yourself into the sights, sounds and tastes of another culture, but don't have the time or the money to travel the world, well the Arts and Culture Centre is the place to be this weekend. The centre is playing host to this year's Tombolo Multicultural Festival. Executive Director Zainab Jerrett says it's an opportunity to learn more about the cultures of places like India, Africa and the Caribbean.
- September 6 story: Sarah Brown from Gander has been named the 2015 Canadian Special Olympics Athlete of the Year. In 2015 alone, Brown won 14 medals, 10 of them gold. Brown has been a Special Olympian since she was 12 years old.
- September 18 story: Nunatsiavut President Sarah Leo offered her congratulations to Natan Obed who was elected as President of the Inuit Tapiriit Kanatami. The group represents four Inuit regions, Nunatsiavut, Nunavik in Quebec, Nunavut, and the Northwest Territories.
- September 18 story: Sarah Anala, A well-known Inuk elder and former resident of Nain has been named as the recipient of this year's Woman of the Year Award, presented by the Nunatsiavut Government's Status of Women Office.
- September 28 story: Pamela Goulding is now the very first female Chief Judge at any level in the province's history. Goulding has been appointed as Chief Judge of the Provincial Court of Newfoundland and Labrador.



## **Recruitment, Hiring and Retention**

### **Employment Practices**

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

### **Recruitment**

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

### **Hiring**

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

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

The orientation is intended to remove or reduce potential obstacles to success and welcome the employee to the team. The documents are made available to the new employee so that all employees are made aware that our company is committed to providing and maintaining a workplace that ensures that all employees of Newcap Radio are treated with dignity and respect. Newcap strives to create a work environment that encourages diversity as a means of fostering an accepting, inclusive and open culture where talents and ideas are



freely exchanged. Newcap will not tolerate behavior that may be considered discriminatory or harassing.

### Retention and Career Development

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

1. Regional meetings are held annually in the programming and sales disciplines to keep management and staff abreast of trends and issues affecting the broadcast industry. These sessions also serve as an opportunity for the exchange of ideas and best practices.
2. Weekly conference calls are conducted with programming managers, sales managers and engineering 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 Newcap, 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 is sponsored and encouraged by Newcap as a means to exchange experiences and interact with other media personnel outside of the company.
5. Newcap'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.

### 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. Every Tuesday, Newcap's 89.3 K-Rock had a member of the Flower Cart Society for persons with disabilities working at the station. Karson became a valued member of our team and organized paper recycling, organized and sorted the promotions room, and helped prepare for events by creating ballot boxes. Karson is assisted by an employment counsellor.
2. In May 89.3 K-Rock also hosted a business intern from the local Nova Scotia Community College for one month. We were able to provide this student with direct experience in promotions, marketing, and sales research.
3. Newcap Television Lloydminster hosted 4 practicum students from NAIT during the year. Their practicums were 4 months in length and they had an opportunity to be involved in television news and sports reporting and anchoring. We hired our current two practicum students for jobs in the newsroom, to fill positions of two current employees who were leaving. We also had a NAIT student volunteer over the summer. She was seeking experience in a newsroom between semesters, so we gave her an opportunity to do that. Our television staff members have also participated in several career investigations for potential broadcast students.
4. CFRK and CIHI had a co-op program featuring four high school students from Fredericton High School learning everything from News, Production, On-Air, and Marketing.
5. Newcap's Human Resources department provides a central job posting system that posts internal advancement opportunities to all Newcap employees. Job postings are also available on our website for individuals not currently employees of Newcap.
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 minorities. All Newcap job postings are sent to these organizations by our Cultural Diversity coordinator. These organizations operate both in markets where Newcap stations are present as well as in markets where Newcap does not operate, in an effort to reach potential candidates that we may not be currently accessing.



Newcap Radio Workforce

In terms of our workforce, it is Newcap Radio’s objective to achieve levels of representation among aboriginal peoples, persons with disabilities and persons of visible minority commensurate with the levels existing in each province as provided by the Statistics Canada Workforce Availability data. We monitor this data quarterly and communicate both the existing data and the objectives to all employees within Newcap 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 Minority Persons and Persons with Disability. Progress is monitored and reported to the General Managers annually.

The following table indicates the present status of our workforce.

<b>Newcap Radio 2014 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	99	49	1	0	8
Alberta	350	159	13	7	20
Ontario	170	78	2	3	21
New Brunswick	74	26	4	3	3
Nova Scotia	107	53	4	2	3
Prince Edward island	31	14	0	3	0
Newfoundland-Labrador	144	61	6	4	5
<b>Totals</b>	<b>975</b>	<b>440</b>	<b>30</b>	<b>22</b>	<b>60</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 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 Newcap locations.
2. Newcap Radio is a sponsor of Women in Communications and Technology and encourages local Chapter membership for its female employees. Newcap encourages participation in WCT training programs and provides time off for all training programs awarded.
3. 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.
4. Newcap 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. 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 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 2015, Newcap supported Carivibe, an organization that celebrates Caribbean culture in its annual festival, with a contribution of \$10,125. In addition, Newcap contributed \$1,909,400 to FACTOR, CRFC and Starmaker who also support diverse 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. Newcap fully supports the role of the CBSC both by adhering to the various codes and by providing representation within the CBSC organization. Currently two members of Newcap's management team volunteer with the CBSC as 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 the community

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 Canadian Diabetes Association invited 97.5 K-Rock's Mitch Colburne out to their #DTour2015. It's a weekend of events for those with type one diabetics to share stories and meet new people dealing with the same lifestyles they are. They invited Mitch to speak and share his stories as he has been type one diabetic for 11 years.
- Our Lac la Biche morning co-host emceed the Native Hockey Provincials Fundraiser.
- The JDRF TELUS Walk to cure diabetes is another event Mitch Colburne hosted and attended in 2015. Mitch emceed the opening celebrations and participated in the walk (third year in a row). The local walk raised more than \$80,000 the last 2 years.
- CKZZ Street Team and Announcers were out in the community for events such as Partners in Parks, Children's Arts Festival, and a Queens Tea Party. Z95.3 was a media sponsor of the Healthy Family Expo – offering simple solutions to healthy active, eco-friendly living.
- Rewind 103.9 Sponsored the event Dancing with Easter Seals Stars – Jaime P. emceed the evening.
- Walk for Alzheimer's fundraiser – Our Fredericton Morning Show co-hosts were the emcees for this event.
- Gift of Life Walk for Kidney Disease – our Summer Cruiser person from the Fredericton station was the emcee at this event.
- Fred UP! (CIHI) The Morning Show announcers were the emcees for Feast in the Field which is a dining experience where guests



enjoy gourmet food, fine wine, beer and spirits with proceeds going to Ability NB.

- Ocean 100's Corey Tremere was co-emcee for the Special Olympics PEI Awards Night on Tuesday Oct 27<sup>th</sup> marking his and the station's 10<sup>th</sup> year of involvement with SOPEI.
- Our stations CHRKFM and CKCHFM supported, promoted and attended the 8<sup>th</sup> Annual Celebration gala in Commemoration of African Heritage Month. The evening included dinner, cultural drumming, and a performance of the Black National Anthem.
- Kentville - Promoted on air and provided an emcee for Kentville Multicultural Fair.
- Our Sydney stations visited the Breton Ability Centre to play mini putt with the guests and the public. The centre supports to people of varying disabilities, including those with complex challenges due to severe developmental disabilities and mental health challenges.
- A team from LG 104.3 participated in 'Climb the Wall', a benefit for B.C Lung Association.
- The Dr. Norah Browne Speak-Off is open to hard of hearing, late-deafened or oral deaf students from the English School District. It promotes confidence, language development and oral communication for students with hearing loss. For the fourth year in a row, Mitch Colbourne Morning Show Host helped judge the Speakers and host event.
- Devin McNeil from our Sudbury station plunged in the 2<sup>nd</sup> annual polar plunge to support the Special Olympics.

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

Canadian Mental Health Association



Canadian Mental  
Health Association  
Newfoundland and Labrador

May 15, 2015

Mr. Fred Hutton  
VOCM  
c/o Steele Communications  
391 Kenmount Road  
P.O. Box 8-590  
St. John's, NL  
A1B 3P5

Dear Mr. Hutton:

The Canadian Mental Health Association, Newfoundland and Labrador Division, has selected you for its Media Award for 2015. This Award is given to recognize a person, group, or organization that has shown outstanding quality coverage of mental health issues in Newfoundland and Labrador. We wish to recognize your contribution by conferring this Award at our Annual General Meeting which will be held on Friday, June 12 at 10:30 a.m. at the Suncor Energy Fluvarium, 5 Nagle's Place, St. John's, NL.

We hope you will be available to attend the AGM and to receive your Award. Many thanks for your contribution to the cause of mental health and to the people with a lived experienced of mental illness.

Yours truly,



Mark Gruchy  
President, CMHA-NL



## Ability New Brunswick

**From:** Christina Collins [<mailto:christina.collins@abilitynb.ca>]  
**Sent:** Thursday, September 17, 2015 10:41 AM  
**To:** Rod Martens <[rmartens@newcap.ca](mailto:rmartens@newcap.ca)>  
**Subject:** Ability New Brunswick annual awards

Hi Rod,

Ability NB is pleased to let you know that UP!93.1 has been nominated for and will be the recipient of our 2014-2015 Media Commitment to Community Award to be presented at our Annual General Meeting on Monday evening, September 28 at the Station Community Room, York Street Liquor Store, 380 York Street, Fredericton, NB.

Our Media Commitment to Community Award is awarded annually to media that has made a significant contribution to raise awareness of our organization and the issues faced by persons with a disability. There will be an informal dinner starting at 5:15 pm followed by our award presentations at 6:00 pm. You are invited to bring a guest!

Please RSVP to Cindy Comuzzi at 506.462.9555 or [Cindy.Comuzzi@abilitynb.ca](mailto:Cindy.Comuzzi@abilitynb.ca) .

Congratulations!  
Christina

**Christina Collins**  
**Director of Development/Directrice du développement**  
Ability New Brunswick Inc. /Capacité Nouveau-Brunswick Inc.  
Tel./tél: 506.462.9555/1.866.462.9555  
Fax/télé: 506.458.9134

## Newcap Work Opportunity CFCW Alberta

An autistic student came to us from inclusive post-secondary education at Nait . They work with the Alberta Association for Community Living and Persons with Developmental Disabilities to promote employment for people with developmental disabilities.



**From:** Mischa Taylor [mailto:mtaylor@aacl.org]  
**Sent:** Wednesday, May 06, 2015 9:14 AM  
**To:** Jackie Rae Greening  
**Subject:** Follow-up to yesterday's job shadow

Hi Jackie Rae,

I want to thank you again for giving ██████ the opportunity to shadow at NewCap. ██████ was thrilled after leaving NewCap yesterday, and I could tell he was really proud to be a part of the scene there. I was very impressed by how friendly the staff were; ██████, who is usually quiet initially in new situations, seemed to come out of his shell more quickly than I've ever seen him before. For someone like ██████, who has more often experienced exclusion, the opportunity to be treated as anyone else and be valued makes it even more of a positive experience for him.

Thanks again, see you on Thursday at Nina Haggerty.

Mischa Taylor  
Educational Facilitator, Inclusive Post-secondary Education  
Alberta Association for Community Living  
(780) 887-7119  
mtaylor@aacl.org

11:00 in

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## Honouring Our LifeBlood 2015 Award

**From:** Kelly Reid  
**Sent:** Wednesday, September 23, 2015 9:06 AM  
**To:** 'feedback@vocm.com'; Fred Hutton  
**Cc:** 'Aiden Hibbs (aiden.hibbs@vocm.com)'; Claudette Barnes; Mike Murphy  
**Subject:** Honoring Our Life Blood 2015

FYI,

590 VOXM/Steele Communications has been selected for the Partnership/Sponsorship Award from the Canadian Blood Services for the Atlantic Region and will be recognized at a National Honoring Our LifeBlood Event in Ottawa on Monday, September 28, 2015.

Also below is the bio they will use when presenting the award.

**590 VOXM** - Steele Communications is as committed to the blood system today as they were when they first started their support more than 20 years ago. A media partner that reaches residents of Newfoundland and Labrador, their influence on donor recruitment is immense.

In addition to sponsoring two clinics per year, they also help to build awareness for blood donation and clinic events year-round. Fully invested in helping to save lives, the company and its on-air personalities ensure pick up of each and every public service announcement, and answer the call for additional support during periods of heightened need. At clinic events, they take time to talk with donors and Partners for Life champions to learn about what donating and volunteering means to them. They also make time to meet with and learn about recipients in order to fully understand how donors have made an impact on their lives. This often includes interviewing recipients on air and treating young recipients to tours of the station where they can meet on-air personalities. Many Steele Communications employees also donate.

As a partner, Steele Communications is unparalleled in its support and dedication to helping patients' lives. Thank you and have a great day.



## 2. Offering work experience placements 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.

Newcap Edmonton hosted two NAIT practicums during January to September 2015. The students worked with our promotions, production and creative departments and with our team of engineers on a large transmitter project. Newcap Edmonton also hosted an Autistic summer student on Tuesday mornings and Thursday afternoons from May to August 2015. The student came to us from inclusive post-secondary education at NAIT. They work with the Alberta Association for Community Living and Persons with Developmental Disabilities to promote employment for people with developmental disabilities. He worked with the on-air team, music, creative, production and news. His favourite was Production as he loves to work with computers.

Newcap Lloydminster offered tours to numerous schools and organizations from Lloydminster and the surrounding area throughout 2015. These tours included a group from the Lloydminster Brain Injury Society.

In 2015, Newcap Alberta North West (specifically CFXE, Edson) opened its doors to a number of school groups and non-profits in the area. The most memorable group tour was to a group (developmental disabilities) from our local branch of McMan Youth, Family, and Community services. The station also provided numerous opportunities to students at Edson's Parkland Composite High School to visit our office as part of their career investigation in broadcasting. At the college level, they have always been open to internships from broadcasting graduates. In March 2015, a recent NAIT graduate joined Newcap for a four month On Air internship at CHSL in Slave Lake. During that time he went above and beyond his roles and responsibilities in several instances, which made the decision to hire him full time easy. He is now the Swing Announcer at CFXW in Whitecourt.

In our VOXM facility, they had a Business Management Program student from Keyin College student on a work term for 8 weeks. He worked with the administration department doing some accounting related functions, clerical duties, reports, reception, and some work with the VOXM Cares foundation as well. The student also was enrolled in sales related training



and read the training books that are typically assigned to new account executive hires.

CHRK and CKCH stations played host to twenty high school students from T.L. Sullivan High School. The students were all special needs students that were interested in how radio works behind the scenes. The group was divided into two, so each student could have the space required and the time needed to fully explore each station. We made extra staff available to answer questions and demonstrate how the different pieces of equipment operate.

In 2015, 89.3 K-Rock hosted approximately 7 groups from community organizations of Girl Guides, Sparks, Brownies, and Cubs. In November, one Girl Guides group visited specifically to earn their Reporting Badge and to do that, spent time learning about local news gathering, reporting, and on-air delivery.

CFRK/CIHI held a public open house to offer up an inside look at what radio stations do on a day to day basis. CHNI also had a physically disabled listener stop by for a tour during their open house. The stations also had some students take a tour as part of the Take your Kids to Work Day.

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 45 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:

- Courage Canada Trail Ride - awareness for people with brain injuries.
- A&W Car Show in support of Parkinson's.
- Heart and Stroke- The Big Bike Campaign.
- Canadian Hard of Hearing Association – Dream Home Draw.
- Easter Seals hosting the Annual Telethon- kids with physical disabilities.
- Kidney Foundation- Gift of Life Walk for Kidney Disease.
- Muscular Dystrophy – Fredericton Fire Fighters Ladder Sit Fundraiser.



- Lymphoma and Leukemia society -BJ's Links (golf tournament) for Lymphoma.
- Autism Society- Motorcycle Ride for Autism Event.
- Schizophrenia Society of Nova Scotia- Road to Recovery Walk/Run.
- Multiple Sclerosis fundraising support campaign- A & W Cruisin for a Cause
- Cystic Fibrosis – Shinerama Circle K Car Wash.
- Canadian Council of the Blind – Dart Tournament Fundraiser.
- Alzheimer Society Memory Walk.
- Ronald McDonald House- a charity devoted to helping give sick children what they need most- their families.
- Canadian Red Cross – provide needs to victims of disasters.
- Cystic Fibrosis- Ride for Breath of Life.
- Canadian Mental Health Society- promoted awareness.
- Diabetes Association- Flame of Hope.

#### 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
- Call-in segments embedded in our daily programming

### Internal Communication

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

- Direct to all email for company-wide notifications
- Employee Relations Committee as a 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.



- An Employment Equity Representative Council who work with the company on behalf of employees to prepare the company's Employment Equity Systems Review and Employment Equity Plan.
- Employment Equity committees for each region that meet semi-annually to discuss Equity and Diversity issues and to share discussions with all staff.

## **Conclusion**

Newcap Radio continues to embrace the principles of cultural diversity, both in its programming and in its day to day operations. The extracts contained in this report serve to provide a representative sample of the types of programming, workforce, and outreach activities undertaken at Newcap stations each and every day to ensure that the interests of our diverse constituents are fulfilled.

## **Appendix A**

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

<b><u>Artist</u></b>	<b><u>Origin</u></b>
Afrojack	Dutch
Akon	Senegalese
Apl.de.ap(Black Eyed Peas)	Filipino
Band	Native-Canadian
Beatrice Hope	Aboriginal
Bedouin Soundclash	African-Canadian
Belly	Palestinian
Billy Ocean	Trinidadian
Bob Tarrant	Person with Disabilities
Bon Jovi	Italian - American
C & C Music Factory	African-American
Clyde Drew	Aboriginal

<b><u>Artist</u></b>	<b><u>Origin</u></b>
Lady Gaga	Italian – Portuguese
Lenny Kravitz	Bahamian
Linkin Park	Korean
Los Lobos	Mexican
Lou Bega	Italian-Ugandan
M.I.A.	Indian
Main Ingredient	African-American
Massari	Lebanese
Matisyahu	Israeli
Maxine Nightingale	Black British
Mike Gouchie	Aboriginal
Motley Crue	Person with Disabilities

Corrinne Bailey Rae	African American
Cypress Hills	Latino, African - American
Damian Marley	Jamaican
Danny Fernandes	Italian - Portuguese
Def Leppard	Person with Disabilities
Deniece Williams	African-American
Divine Brown	Jamaican
Dr. Hook	Person with Disabilities
Eddy Grant	Guyanian
Edgar Winter Group	Albinism
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
Gloria Estefan	Cuban-American
Greatful Dead	Person with Disabilities
Haddaway	Trinidadian
Hootie and the Blowfish	African-American
Hot Chocolate	African-American
Jacinda Beals	Aboriginal
Jackie Wilson	African-American
Jason Derulo	Haitian-American
Jim Fidler	PWD, visually impaired
Jimmy Cliff	Jamaican
Jimi Hendrix	African American
Joan Baez	Mexican
Jojo Mason	African American
Jose Feliciano	Latino, Visually Impaired
Kardinal Offishall	African American
Karl Wolf	Lebanese
Kevin Beanland	Aboriginal
K'Naan	Somali
K-OS	Trinidad
LL Cool J	Afro-Barbadian
Labrador Black Spruce	Aboriginal

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
Rammstein	German
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, PWD
Susan Aglukark	Aboriginal
Swollen Members	African-Canadian
System of a down	Lebanese, Armenian, Persian
Tebey	Nigerian
Terri Gibb	PWD, visually impaired
The Band	Aboriginal
The Plastic Ono Band	Japanese
Thin Lizzy	African-Brazilian
Timbaland	African- American
Tom Jackson	Aboriginal
UB40	Black British
Zac Brown Band	Cuban, Puerto-Rican