

REPORT ON SUPPORT OF CULTURAL DIVERSITY DURING 2024

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1. OPENING COMMENTS ON PML CULTURAL DIVERSITY REPORT 2024

Pattison Media Ltd (PML) is pleased to provide our report on Cultural Diversity initiatives undertaken in 2024. This introduction reviews our high-level strategies on cultural diversity in the areas of employment, news & programming, and community initiatives.

2024

PML continues to invest in innovation and pivot our business model to create revenue opportunities wherever we can. We have centralised many parts of our operations and continue to do so to keep delivering the best possible service and product to our clients. These actions have allowed us to keep our stations present and active in the local communities we serve and reinforces our commitment to supporting both the market level and company wide cultural diversity initiatives and goals.

Since 1965, PML has built our reputation as a committed media institution serving the needs of listeners, viewers, advertisers, and communities throughout the provinces of British Columbia, Alberta, Saskatchewan, and Manitoba. We proudly continue our owner, Jimmy Pattison's, legacy of unwavering commitment to broadcasting by leveraging his support and focus our business to be one of Canada's premier radio, television, and digital media companies.

With the ability to connect with the public wherever they are, the Canadian media industry, and PML has long been a major influencer in the promotion of diversity and inclusion practices. The public and the communities we serve, expect to see their own diversity reflected to them from both within the PML organization, our business practices and in any media we produce. We pride ourselves in supporting the unique diversity in the 32 cities that we serve, which range from the immensely diverse populations in Vancouver, Edmonton, and Calgary, to some of the smallest markets in the west. A prime example of this commitment is our partnership with Eagle Feather News: a collaboration between an Indigenous news outlet needing support to transition to online digital editions. We have provided our expertise in building online news portals to EFN while they have assisted us in gaining inroads into their Indigenous business clients. This new agreement illustrates our commitment to not only the sustainability of the news industry but also supporting the continuation of Indigenous stories, language and voices being heard, and keeping our practice of reconciliation with Indigenous communities alive and current.

At PML, we believe that a diverse workforce leads to a more engaged and inclusive culture, fostering understanding and collaboration among employees. Diversity and teamwork are essential to the success of our organization. We are committed to meeting our responsibilities under the Employment Equity Act by implementing effective processes and reporting mechanisms. These efforts have helped us maintain a workplace that prioritizes inclusion through our Total Team Involvement (TTI) approach, promoting both individual and organizational growth.

Our team is our greatest asset. We aim to be the employer of choice for both our current employees and prospective candidates by creating an environment that nurtures growth, provides mentorship, and supports professional development.

Our flagship initiative, PML Mentorship Program, saw the inaugural General Manager Mentor Program in 2024. This internal mentorship program, along with previous years', Program Director Mentor Program, identifies and prepares team members for future leadership roles within middle management. Participants apply based on their merit, talent, and skills. Our experienced management team delivers training modules covering a wide range of topics to equip mentees with the tools needed for career advancement.

This program has not only helped us attract new talent but has also positively impacted the industry, as several graduates have leveraged their training to secure new positions outside PML. While it's always bittersweet to see them go, we take pride in contributing to the broader broadcasting industry through this initiative.

Our hiring practices are designed to ensure diversity and inclusion at every stage of the recruitment process. To encourage candidates from diverse backgrounds, all job postings include the following statement:

"Pattison Media is committed to our social responsibility of equal opportunity employment and does not discriminate against any employee or applicant based on race, color, ancestry, national origin, disability, medical condition, gender identity, sexual orientation, age, religion, expression, marital status, or other non-job-related criteria. We encourage members of all designated groups to identify themselves using our self-identification form, as this helps us address any under-representation within our company."

By embedding these principles into our recruitment strategy, we aim to build a workforce that reflects the diverse communities we serve.

In 2024, Pattison Media hired 51 people. Of that number 31, or 60.8%, were members of one or more designated groups. Please note that since some hires were members of more than one group, the following list adds up to more than the 31 hires.

1. 28 were women (54.9%)
2. 3 were Indigenous (5.9%)
3. 9 were Visible Minorities (17.6%)
4. 5 were a Person with Disabilities (9.8%)

PML lowered our total overall annual hiring numbers from 64 in 2023, to 51 in 2024. Also lower was our number of employees who identified as Indigenous; 7 (10.9%) in 2023, down to 3 (5.9%) in 2024. However, we have improved hiring numbers in both the Visible Minorities, 4 (6.3%) in 2023 to 9 (17.6%) in 2024 and Persons with Disabilities 4 (6.3%) in 2023 to 5 (9.8%) in 2024. Overall, our hiring data of people from 1 of the 4 designated groups, has improved from 56.3% in 2023 to 60.8% in 2024.

Economic conditions have prompted us to restructure our departments, focusing on greater efficiency in staffing and hiring practices. We have maximized the benefits of our earlier investments in technology, enabling remote work and creating centralized hubs for creative production, technical support, news reporting and on-air programming.

These advancements have not only improved operational efficiency but also allowed us to offer hybrid work arrangements. This flexibility has helped us retain current employees while attracting highly qualified candidates from markets where we lack physical offices. As a result, we've expanded our talent pool and further diversified our team.

This is just one example of PML's commitment to fostering diversity and inclusion. Our full report will outline a comprehensive view of our initiatives at both corporate and local levels.

Here is some interesting data on new hires in 2024:

- We had the most hires in the Creative and Promotions department at 24. 17 (70.8%) of which were women, 1 (4.2%) Indigenous, 3 (12.5%) Visible Minorities and 3 (12.5%) Persons with Disabilities
- Our News Personnel had 10 hires in 2024 with 2 (20.0%) being from Visible Minorities.
- The Sales Department hired 7 new team members, consisting of 5 (71.4%) Women, and 2 (28.6%) were Visible Minorities.
- Departmental Managers had a total of 4 people hired and 1 or 25% of them were a person with disabilities.
- Our On Air Personnel included 4 (66.7%) Women, 1 (16.6%) Indigenous, and 1(16.7%) Persons with Disabilities.

Employment Equity is a key consideration in every job posting and hiring decision. To monitor progress, we've implemented a system for quarterly reporting on Employment Equity across our local markets. Oversight of these updates is managed by the PML Employment Equity Committee, which includes volunteers from various management levels and departments, many of whom are members of underrepresented groups. These quarterly updates provide insights into new hires, station equity initiatives, equity-related news stories, public service campaigns, and collaborations with equity-focused organizations. Minutes of the quarterly meetings are distributed company-wide to inform and inspire markets to replicate initiatives from other markets.

PML's 2024 Employment Equity Committee in consists of:

- A General Manager
- A Head Office, Executive Assistant
- 2 Sales Executives
- A Producer
- A Lawyer
- A Station Manager
- A News Journalist

The Employment Equity Co-chairs participate in quarterly Management Meetings with all General Managers and the Executive Team to provide updates on recent activities and share ideas and initiatives from across the company. These meetings create an opportunity to highlight successful initiatives in one market and explore their implementation company-wide, as all decision-makers are present.

For instance, in Medicine Hat, AB, the team partnered with the Chamber of Commerce to recognize minority groups within the community who are making a significant impact and

achieving success. This collaboration led to the creation of a television segment aired on CHAT-TV, showcasing these groups. This initiative serves as a model that can be adapted in other markets, even those without a TV station, to raise awareness of minority groups and spotlight businesses within the communities we serve.

By sharing these ideas among market leaders, the company fosters innovative and engaging programming while promoting awareness and support for minority groups across all regions.

Our commitment to recruiting diverse candidates includes initiatives such as the Pattison Media Equity Scholarships. In July 2024, we awarded six \$2,500 scholarships, totaling \$15,000, to Journalism students from designated groups. These scholarships not only support underrepresented talent but also help address our ongoing need for qualified Newsroom staff while identifying potential candidates for future job openings.

Although creative recruitment strategies have yielded success in some individual markets, Pattison Media continues to face challenges in attracting well-trained personnel from ethno-cultural minorities and Indigenous communities. These challenges are particularly pronounced in small and medium radio markets.

To address this, we collaborate closely with broadcast training institutions such as BCIT, SAIT, and NAIT, offering practicum opportunities within our stations. These placements aim to immerse graduating students in the broadcasting industry as they approach the completion of their studies. However, a significant barrier remains: if training institutions do not receive applications from individuals in these groups, the industry struggles to fill positions with diverse candidates.

Overcoming this challenge will require a joint effort between the broadcasting industry and educational institutions to better engage and attract applicants from underrepresented communities.

To keep Pattison Media Limited (PML) informed and culturally aware, we've renewed our partnership with the Centre for Diversity and Inclusion (CCDI). This partnership gives every team member access to CCDI's valuable resources, such as the Knowledge Repository, Community of Practice events, and live webinars. To encourage participation, our Executive Assistant regularly reviews available webinars and sends reminder emails to all staff.

In 2024, PML employees actively engaged with these resources: 55 webinars were attended, one conference was participated in, and 95 users accessed the Knowledge Repository. CCDI's materials are frequently updated to reflect current global events, ensuring that staff can quickly access reliable and relevant information. Employees involved in local Employment Equity Committees are particularly encouraged to participate in webinars or conferences to expand their understanding of diversity topics and share insights with their teams. CCDI's accessible and comprehensive content helps equip staff to promote diversity and inclusion across the organization.

In addition to leveraging CCDI's resources, PML has implemented internal practices to support inclusive hiring and staff management. Hiring managers are encouraged to prioritize diversity throughout the recruitment process while meeting Employment Equity obligations. After each hiring process, managers complete an online form to collect data on the successful candidate and all applicants, allowing PML to assess the effectiveness of its diversity recruitment strategies.

This data is reviewed and discussed during quarterly manager meetings and regular station-level staff meetings. Each quarterly meeting with General Managers and the Executive Team includes a dedicated agenda item to evaluate the impact of diversity policies and initiatives. A General Manager, who co-chairs the Employment Equity Committee, also provides detailed updates on committee activities, sharing recommendations and progress reports. These efforts ensure consistent communication, foster collaboration, and align the organization with its diversity and inclusion goals.

Pattison Media Limited (PML) is dedicated to delivering exceptional radio and television programming in a highly competitive environment, supported by a diverse team of broadcasters from various backgrounds. We assure the Commission of our ongoing commitment to adopting and implementing best practices for diversity in broadcasting, both now and in the future.

This report follows the structure outlined by the Canadian Association of Broadcasters and the Commission. It highlights how our actions align with the Best Practices for Diversity and showcases our progress. In addition to continuing the initiatives introduced last year, this report outlines the new efforts we launched in 2024 to further advance diversity and inclusion within our organization.

2. CORPORATE ACCOUNTABILITY

At PML, we recognize that reflecting the diversity of our community is essential to good business. To this end, we incorporate employment and diversity objectives into our business plans and daily operations. Our management and staff are held accountable for the policies we adopt, actively participating in cultural diversity planning and implementation.

Our commitment to diversity starts with our President and extends through the Executive Team and General Managers. Their leadership ensures that our diversity initiatives are maintained and followed effectively. Diversity goals are set at the Senior Executive level, supported by benchmarks integrated into our hiring processes. In 2024, President Rod Schween, led the development, implementation, and evaluation of our corporate diversity practices and initiatives.

Quarterly meetings with General Managers and the Executive Team feature a dedicated agenda item for employment equity and diversity. These discussions highlight successful initiatives across our operations, fostering idea-sharing and advancing our diversity goals. General Managers then share this knowledge with their teams, ensuring staff are informed and engaged.

To promote awareness, PML requires its "Employment Equity Policy" and "Non-Discrimination and Duty to Accommodate Policy" to be displayed at all station locations in British Columbia, Alberta, Saskatchewan, and Manitoba. These policies are also accessible to all employees via a company-wide digital drive.

This integrated approach ensures diversity remains a core focus of our business strategy and daily practices.

All General Managers across our stations bear the responsibility of understanding and implementing Best Practices for Diversity, supported by access to relevant decisions from the Commission. They actively seek training opportunities in diversity, both within the communities

that they operate in and externally. As will be listed later in this report, we also require all stations to monitor and report on specific diverse initiatives. General and Station Managers are directly accountable to the President of PML, ensuring that best practices are pursued. The details of these local initiatives follow in this report demonstrate those efforts in the past year.

In 2024, we published our Employment Equity Report along with our Accessibility Report and distributed them to all markets, requesting that they be posted in an area accessible by all staff. Not only does this allow all staff access to keeping themselves up to date on our corporate initiatives but it also keeps the subject in front of mind. We keep the diversity conversation going through discussions of our employment equity and diversity objectives with all our employees during their annual Performance Appraisal reviews.

Part of our onboarding of newly hired PML employees is the distribution of our New Employee Handbook. This comprehensive document outlines company policies, expectations, and procedures, emphasizing aspects of Cultural Diversity, Employment Equity, and Accommodation. It is vital to us that our new employees understand the importance Employment Equity and Diversity play in our organization and we have all new employees sign off that they have read and understand these concepts, upon reviewing the handbook.

The Performance Appraisal form, central to annual manager/employee discussions, underscores the company's commitment to employment equity, increasing diversity, and removing barriers to designated groups. Employees are encouraged to voice concerns related to Employment Equity and barriers to career opportunities during these discussions, fostering an ongoing dialogue. This process ensures at least an annual conversation with each employee to enhance Employment Equity, Diversity, and eliminate systemic barriers.

Furthermore, a Performance Improvement Plan exists as an additional evaluation tool for employees requiring performance improvement outside of the annual review. This form similarly invites employees to express concerns or identify barriers related to Employment Equity, fostering a continual commitment to improvement and inclusiveness.

Our Employment Equity initiatives require an ongoing review of our Workforce Analysis to ensure that we are meeting our goals of filling the gaps which exist in our four designated groups. This quantitative assessment is a key assessment tool for meeting Diversity objectives in employment.

In early 2024, we requested our staff resubmit their designations via our Self Identification Questionnaire to ensure that data was up to date. We have 45% of respondents identifying as a Woman, 29% Indigenous, 18% Person with a Disability, and 6% member of a Visible Minority group.

3. RECRUITMENT & HIRING

PML has a centralized process for job postings and recruitment across the company. All job openings are reviewed and approved by the President before being emailed directly to all team members and posted within each division. The company prioritizes internal promotions and, whenever possible, hires from the four designated groups. Internal candidates who apply are guaranteed an interview to facilitate meaningful conversations about their career goals and

advancement opportunities. This process has helped uncover employees' unspoken ambitions, recognize their desire for progression, and guide mentoring efforts effectively.

In addition to internal postings, job openings are shared on industry-specific platforms such as *Broadcast Dialogue* and *Milkman Unlimited*, as well as general recruitment sites like *Indeed*, *LinkedIn*, and *Facebook*. For non-broadcast-specific roles, such as accounting or administration positions, PML actively engages with local underrepresented community groups to broaden its outreach. Local markets are also given the flexibility to post on additional platforms that best suit their regional hiring needs.

Despite these efforts, finding individuals with industry-specific training backgrounds remains a significant challenge. To address this, PML is proactively engaging with underrepresented groups, encouraging them to share opportunities within their networks. PML staff are also prepared to directly engage with these groups to discuss the company's offerings and career opportunities.

PML collaborates closely with leading broadcast and journalism institutes, including BCIT, SAIT, NAIT, and the Western Academy of Broadcasting, to provide practicums and internships for students seeking industry experience. Many of the company's best hires have emerged from these programs. PML maintains year-round contact with broadcasting and journalism programs to raise awareness about its Annual Equity Scholarships. Many General Managers and Executive Team members, as alumni of these institutions, actively promote and support these programs through representation on industry boards and participation in institutional events.

One of the main obstacles in PML's hiring process is the limited availability of applicants from specific designated groups. This challenge often stems from barriers of accessing relevant training, as many roles require some form of post-secondary education. Without early inspiration during high school or shortly afterward, individuals from these groups may perceive a career in broadcasting as inaccessible or unobtainable. Addressing this issue requires a collaborative effort to increase awareness of training opportunities and enhance accessibility within these communities. Through these initiatives, PML aims to build a more diverse and inclusive workforce.

Members of the Pattison Media Employment Equity Committee have noted that hiring challenges often vary by market, with recruiting Indigenous individuals being a persistent difficulty. This issue is particularly evident in areas with sizable Indigenous communities, such as Prince Albert and North Battleford in Saskatchewan. Despite extensive outreach and job posting efforts, the company continues to face a shortage of applicants from these communities.

Division General Managers have highlighted challenges in hiring individuals from designated groups, particularly Indigenous peoples and Visible Minorities. The pool of qualified candidates is inherently small, and the wide range of post-secondary training options further fragments this group. Individuals of Indigenous ancestry with the necessary qualifications are highly sought after, creating intense competition among private broadcasters, Indigenous organizations, larger broadcasters, and even companies outside the broadcasting industry. Additionally, retaining Indigenous employees presents a challenge due to their low numbers and the strong interest from other employers in hiring them. Addressing these issues requires a comprehensive strategy to strengthen both recruitment and retention efforts within these communities.

To improve data collection on applicants and assess the success of outreach to underrepresented groups, PML includes an online self-identification (Self-ID) form with all job applications. Applicants submit this form alongside their application, ensuring hiring managers have key demographic information at the start of the hiring process. This initiative has simplified and streamlined the process of gathering employment equity data.

Once a position is filled, hiring managers are required to complete an online New Hire Review form. This form collects comprehensive data, including the total number of applicants, the number of interviewees, the representation within designated groups, and whether the successful candidate identifies as a member of a designated group. Submission of these New Hire reports is mandatory for every position, and this requirement has been clearly communicated to all hiring managers. The data from these reports is reviewed during PML's quarterly meetings, where trends and insights are discussed. These discussions contribute to PML's commitment to transparency, accountability, and continuous improvement in its hiring practices.

The following are several key results of our company's recruitment in 2024 for vacant positions:

- We have 1095 total applications received for all job postings.
- We interviewed 209 applicants and of those interviewees, we hired 51 Applicants.
- Of those 51 new hires, 31 identified as one of the designated groups.

Women: 527 (48.1%) applied, 124 (59.3%) interviewed and 28 (54.9%) were hired.

Indigenous: 55 (5%) applied, 7 (3.3%) interviewed, and 3 (5.9%) were hired.

Visible Minorities: 179 (16.3%) applied, 44 (21.1%) interviewed, and 9 (17.6%) were hired.

Persons with Disabilities: 85 (7.8%) applied, 12 (5.7%) interviewed and 5 (9.8%) were hired.

Pattison Media has an Employment Equity Policy that outlines its purpose and commitment to fostering employment equity within the company. The policy specifically identifies the four designated groups and emphasizes the importance of implementing special measures to support their inclusion and representation in the workplace.

We have many examples in 2024 of diversity in hiring and promotion at PML. Here are some examples:

- **Calgary, AB** – Their Assistant Program Director and On-Air host attended the SAIT Journalism Open House in February of 2024 where she promoted the PML Equity Scholarship and handed out information on how to apply.
- **Vancouver, BC** – promoted a female employee who is being trained in music programming, to midday from an on-air swing position.

- **Victoria, BC**
 - Invested in training and development by having a full time, female on air host, air checking part time, female, on air host for growth and polish for her show.
 - Retained a female Street Team member for the hockey operations board and some on-air hosting.
 - Female sales and research specialist trained on innovative digital attribution platform to be able to create a how-to guide for the rest of the Sales team.
- **Kamloops, BC** – Hosted a Journalism Class from the Thompson Rivers University, which was made up entirely of international students all very interested in careers in the TV/Radio/Digital news industry.
- **Grande Prairie, AB** – Program Director worked with local Friendship Centre President to encourage job shadows and intern opportunities for Indigenous Youth or other interested in media as a career.
- **All PML Stations** – General Manager Mentorship Program was launched spring of 2024. Candidates were screened with an Employment Equity lens and many of the successful candidates were from one of the designated groups. This is an investment in the future diversity of our workforce as these candidates will continue to learn and grow into the leaders of tomorrow.

4. RETENTION

Pattison Media’s commitment to its team members is reflected in its comprehensive policies, procedures, attractive employment opportunities, competitive benefits, fair remuneration, and vibrant workplace environment. These efforts have fostered a culture where many employees choose to stay long-term. While these enduring relationships are valued, PML recognizes the need for targeted approaches to enhance workplace diversity and address challenges posed by a competitive job market, an aging workforce, and the difficulty of sourcing qualified candidates across divisions.

Key employment policies play a crucial role in promoting job satisfaction and employee retention across the organization. PML’s Anti-Harassment and Bullying Policy ensures a harassment-free and bullying-free workplace, defining inappropriate behaviors, including sexual, racial, or personal comments, and outlining complaint procedures and appeal mechanisms. This policy is posted in every business unit, reinforcing its importance. Similarly, the Personal Leave Policy provides employees with support during illness, accidents, parental or adoption leaves, and compassionate care situations, allowing leaves of up to four months with continued participation in benefit programs. The policy also accommodates team members with disabilities and encourages discussions about future career paths for those planning maternity, parental, or adoption leaves.

The Employment Equity Committee and Employment Equity Plan, adopted as policy in 2008 and updated in 2023, further PML’s commitment to diversity and inclusion. These initiatives, along with the Non-Discrimination and Duty to Accommodate Policy, aim to identify and remove barriers

to hiring and retention. Managers across the organization have been trained to communicate the importance of these efforts. By embedding these policies into operations, PML actively recruits and retains employees while contributing to a culture of equity and diversity.

PML places high value on employees who demonstrate expertise and pride in their work. The company's significant investment in accommodating employees' needs has yielded substantial benefits, retaining experienced individuals who contribute valuable knowledge while fostering job satisfaction through meaningful work. PML is proud of its achievements in creating an environment where employees can thrive.

In 2024, several PML employees achieved career advancement through internal promotions, demonstrating the company's commitment to fostering growth from within. PML advertises all job postings internally and actively encourages employees to explore opportunities at other locations when it aligns with their career plans. This approach provides employees with valuable opportunities to diversify their skills, broaden their experiences, and work toward achieving their long-term career goals.

- 40 of our Sales team participated in training for digital sales information and procedures, many of whom are members of the designated groups. Continued investment in training for our most public facing employees, helps us retain both our traditional top radio salespeople and newly hired digital-only sellers, and arm them with new skills to stay relevant in the market.
- Our membership with the Canadian Centre for Diversity and Inclusion (CCDI) offers our employees both a free resource to access materials on IDEA issues, along with webinars and conferences to attend, and hear voices from different organizations. This assists PML to continue its IDEA journey by offering education through accessing their research and attending their events. Our employees can actively participate in removing barriers to become a more equitable environment for all and keeping them engaged and hopefully, content to continue their work with us at PML.
- Accommodation for employees when they experience a life event such as an injury or illness is part of how we care for and retain long term employees. Examples include:
 - **Central AB** – a Female traffic administrator to work from home for medical reasons.
 - **Grande Prairie, AB** – a staff member was injured in an automobile accident and was provided an at-home workstation set up and station vehicle usage while securing a new vehicle. Also, female staff member was having issues with brightness of lights above her work area triggering migraines and general discomfort so found a way to dim the bank of lights affecting her to an appropriate level.
 - **Kamloops, BC** – Provided financial coverage for mental health support beyond what the benefits and union agreement states to a female employee.
 - **Lethbridge, AB** - Woman employee off 6 weeks for major surgery. Upon return, will not be able to lift over 10 pounds for 6 months. Sales reps have been informed

they'll need to accompany this announcer to set up and tear down remotes. Other staff requested to help in the building as required.

5. PROGRAMMING, NEWS & INFORMATION

PML's programming reflects the company's ongoing commitment to representation and inclusivity. It is showcased through the inclusion of diverse faces and voices from our own studios, as well as a wide range of content incorporated through network and purchased programming on our TV stations—CFJC-TV, CKPG-TV, and CHAT-TV—via our partnership with Rogers. This approach highlights Pattison Media's dedication to celebrating and promoting diversity across all its broadcasting platforms. Here are examples of our TV programming and how it reflects the diversity of North American culture:

- **Tribal Trails** – A Christian ministry program for Indigenous believers. This program features First Nations people telling their life stories and prides themselves on bringing the Good News to thousands of First Nations homes across the country each week.
- **Lopez vs. Lopez** – this is a half-hour sitcom featuring father-daughter duo of George and Mayan Lopez and features a diverse cast.
- **Hudson and Rex** – this Canadian series features Detective Charlie Hudson who teams up with what he calls his "highly trained law enforcement animal", a German Shepherd dog named Rex who he prefers to team up with because the dog doesn't talk his ear off. This show features a diverse cast, such as Mayko Nguyen, who plays the Chief of Forensics.
- **Let's Make a Deal** – A game show where costumed, contestants try to get the attention of Wayne Brady, Emmy award winning host and visible minority, to compete for money and prizes.
- **The Irrational** – This crime drama series stars a diverse cast with Jesse L. Martin, visible minority, as lead actor. The show centers on Alec Mercer, played by Mr. Martin, a world-renowned professor of behavioral psychology with a unique insight into human nature.
- **Found** – A procedural drama, starring and produced by visible minority, Shanola Hampton, as well as employing a diverse cast. Ms. Hampton portrays Gabi Mosley, a recovery specialist, and her crisis management team work to find missing people who they believe are overlooked by the system.
- **Family Feud** – This game show that features two families who compete to name the most popular answers to survey questions. Families chosen are from diverse backgrounds and is hosted by visible minority, Steve Harvey.
- **What Would You Do?** – A hidden camera show examining how people behave in a situation that requires them to either act or mind their own business. It depicts many people from the public that are members of culturally diverse communities as well as being hosted by John Quinones, a visible minority.

- **American Idol** – This singing competition television series that involves discovering recording stars from unsigned signing talents, with the winner determined by viewer voting. Many of the contestants and judges are members of diverse communities.
- **Judge Steve Harvey** – This is an arbitration-based reality court comedy show hosted by Steve Harvey. It features a visible minority host and often visible minorities who are the plaintiffs and the defendants.
- **Claim to Fame** - This series challenges 12 celebrity relatives to step outside their famous family members' shadows and live together under one roof, concealing their identities and lineage in their quest. Many of the contestants are visible minorities.
- **Law & Order Toronto** – The series features visible minority actors K.C. Collins and Karen Robinson in lead roles. Each week's program reflects distinct Canadian cultural themes such as an investigation into the death of a hockey player and is set in unique Canadian locations such as Toronto and Lake Ontario.
- **Judy Justice** – Featuring visible minorities as recurring cast members and often as guests, this daily series is set in a courtroom with a judge overseeing real-life small claims disputes.
- **Carole Taylor's Journal** – Through her guests on her talk show, host Carole Taylor often highlights the challenges and successes of First Nations in Canadian society.
- **Big Coast** – This fishing show is shot on the west coast of British Columbia. Several of the episodes include information on First Nations knowledge and history helping to provide viewers with a better understanding of First Nations culture.
- **General Hospital** – A daytime soap opera, General Hospital features many visible minorities as recurring cast members.
- **Jennifer Hudson Show** – A talk-variety show, hosted by a visible minority and woman, Jennifer Hudson.
- **Canada's Got Talent** – a talent variety show, showcasing diverse Canadian acts as well as using a diverse judging panel including Kardinal Offishall and Lilly Singh.
- **America's Got Talent** – This popular talent show features a wide range of guests, many of whom are visible minorities, performing for judges and a live studio audience. The host of the show is a visible minority member.
- **Remembering the Children – National Day of Truth and Reconciliation** – This news special was produced to honour Survivors, pay tribute to the children who never made it home from residential schools, and deliver a safe and nurturing environment for reconciliation and healing. All PML television stations carried this program.

PML takes responsibility to ensure that Canadians from all backgrounds see themselves represented in mainstream television programming, seriously. We are committed to actively seeking and promoting programming that aligns with this goal, including the use of descriptive video to provide enhanced access for viewers with visual impairments, as well as closed captioning for those hearing impaired.

To reinforce diversity in news coverage, all PML newsrooms are proud members of the Radio Television Digital News Association (RTDNA) and adhere to its policy statement emphasizing the importance of "everyone's story reflecting Canada's diversity." A company-wide News Reporting Policy and Standards Guide has been implemented and distributed to all newsrooms, with News Directors responsible for ensuring compliance. This document includes a strong focus on human rights, sex-role stereotyping, religious programming, and the RTDNA Code of Ethics. While many of our smaller market operations with music-based formats do not provide an editorial perspective, our commitment to diversity remains a priority.

PML has also invested in creating its own guidelines for reporting specifically on Indigenous communities and their members. This initiative was suggested by a PML news journalist and has inspired the News department to review internal protocol on how to interact in a respectful and productive manner when reporting about or in Indigenous communities. It will also help to set and maintain a level of knowledge for each newsroom member educated in their local community customs and preferences. In 2024, we established a consultative team of News Directors and Executive Team members, who defined the areas that we should focus on, found materials that were helpful, and hired an expert, Indigenous reporter to give a webinar. They then worked together to bring a draft of the PML Indigenous Toolkit to the desk of the President for approval. We look forward to providing progress and an update on this initiative, in our 2025 report.

PML has supported a 30+ year partnership between our Vancouver FM station, CJJR-FM, and RHIM JIM Radio, which provides South Asian service through a Subsidiary Communications Multiplex Operations (SCMO) arrangement. This collaboration has strengthened connections with the South Asian community in Greater Vancouver and supported Shushma Datt of IT Productions LTD. in securing her stand-alone AM license for RJ1200. This partnership reflects PML's pioneering spirit and commitment to fostering ethnic broadcast opportunities, a practice uncommon 30 years ago.

Across PML's diverse portfolio of music formats, types of media, and varying market sizes, our General Managers are steadfast in ensuring their stations authentically represent the diversity of their communities. Through active outreach and relationship-building with culturally diverse groups in their regions, they reinforce PML's commitment to inclusivity. These efforts are detailed in the "Outreach" section of this document, which highlights internal policies and initiatives fostering a diverse programming environment.

In news coverage, PML strives to feature experts and commentators from diverse backgrounds, providing insights on a broad range of topics beyond those tied to their cultural identities. Although smaller market stations with less news-intensive formats face challenges in accessing experts on various issues, PML is committed to best practices by consulting individuals from diverse backgrounds and ensuring balanced representation. Examples of these efforts are detailed below, illustrating our dedication to showcasing diverse perspectives.

COMPANY WIDE

TRUTH AND RECONCILIATION - A Day to Listen, Sept 30, 2024. The Programming Executive Team committed to have all PML stations participate in this special day of programming. This 6

am – 6 pm produced special had VIP artists and guests who spoke about their Indigenous identity through conversations about representation, the fusion of traditional and contemporary music, land protection and several other vital topics to reconciliation. Each station pre-promoted the event on-air, websites, social media pages and with links related to local events.

BRITISH COLUMBIA

Vancouver

- PML Vancouver promoted Science World’s Trailblazing exhibit which highlighted trailblazing women in Canada since 1867. They ran women themed contesting and promotions on-air and online to highlight this exhibit and the remarkable stories of the women who have shaped Canadian history.
- For International Women’s Day, THE PEAK HD2 hosted a blog page on our website and posted to social media highlighted ways to celebrate and support women, women-run businesses, organizations, and charities. They also ran special imaging all day on all our Vancouver division stations for International Women’s Day.

Victoria

- Reported a story where the BC Government says more options are on the way for people who rely on wheelchair-accessible taxis. Applications are now open for the Passenger Transportation Accessibility Program, with up to 7.8 million dollars available for funding to incentivize taxi companies and drivers to invest in accessible vehicles. The money can be used to offset additional costs such as purchasing new accessible vehicles or converting existing ones. The province has also extended the application period from four to six weeks, with a new deadline.
- Aired the storey: After two years of consultations, the RCMP says it will begin collecting and analyzing race-based data in select locations this month. The Mounties say the data on use of force, arrests and routine checks will provide evidence-based information to better understand and help improve police interactions within various communities. The pilot project comes more than three years after then-RCMP Commissioner, Brenda Lucki, acknowledged that systemic racism exists in the police force.

Chilliwack

- PML Chilliwack promoted the Chilliwack Society for Community Living “Beyond Boundaries” event, which is a free Transition & Resource fair for Youth and Young Adults living with a disability.
- Reported on a story about a Chilliwack resident’s residential break and enter that resulted in the theft of a family bike, leaving her teenaged son who has muscular dystrophy without a source of transportation and independence.
 - <https://fraservalleytoday.ca/2024/01/22/brazen-bike-theft-in-chilliwack-sidelines-boy-with-muscular-dystrophy-who-relied-on-it-for-transportation/>

Vancouver Island

- ‘Setting them up for success:’ Nanaimo Indigenous youth boxing program reshapes lives— A group of Indigenous youth are learning life skills while building their physical, spiritual, and mental well-being through the sport of boxing. Twenty-year-old Nanaimo resident was a basketball player until the pandemic hit, which forced him to search for a new outlet.
- Gabriola Island woman competes in gruelling 48-hour paddle boat race - An experienced local paddle boarder put her skills to the test during a continuous 113-kilometre endurance race in Washington State. Jeannie ‘Salty’ Johns, 55, is a small-business owner on Gabriola and a part-time instructor with Paddle Canada, who has a lifelong love of the water.
- The Ahousaht First Nation says they have found "likely and potential unmarked graves" at cemetery sites near the two residential schools that operated within their territory. The unmarked grave locations were identified at Ahousaht Indian Residential School on Flores Island and the Christie Indian Residential School on Meares Island. Children from Ahousaht and First Nations communities across the Island and B.C. were taken from their families to the two schools, where they lived in overcrowded and unsanitary conditions, and many were abused. The research project which started in 2021, is designed to identify as many children as possible by name, where they went when they were taken from their families, and using that information as a catalyst for healing.

Kelowna

- A new high school course is the 20-year pet project of art teacher Jim Elwood. It recently made waves across the province. His Indigenous Art course has been officially recognized as a credit that can be used towards the provincial Indigenous graduation requirements.
<https://kelowna10.com/this-local-high-school-takes-deep-dive-into-indigenous-art>
- Published the story: “Meet the blind judo champ whose biggest opponent is the word ‘no’ Michelle Jorgensen grew up as the only blind child in a small community in northern B.C. She has no sight in her right eye and only 10 per cent vision in her left. As a kid, she tried taking up hobbies like Tee-ball or even just playing piano. The common word she kept hearing from the instructors was, ‘no’.
<https://kelowna10.com/the-biggest-opponent-this-blind-judo-champ-beat-was-the-word-no>

Kamloops

- SD73 celebrates student success, renews Aboriginal Education Enhancement Agreement (Feb. 22) – A new five-year agreement continues work being undertaken with the local school district and its Aboriginal Education Council. This story included interviews with school district and aboriginal education officials.
- Kamloops’ first Black Film Festival to debut next week – While Kamloops has long had its own film festival, this will be the first festival specifically focused on films that showcase

Black, African and Caribbean stories and culture. This story features interviews with film festival organizers.

- In addition to these stories, CFJC began a dialogue with Ryan Denault, a member of the Tk'emlups te Secwepemc Nation. This dialogue led to the development of a weekly television segment in which Ryan will share some of his wisdom and experiences in the context of his culture and values. These aired starting in early 2024.
- An Amazing Race to Inclusion sheds light on everyday challenges for persons with disabilities – Navigating downtown Kamloops, taking the bus, even ordering a coffee can be challenging for those with disabilities. Our crew tagged along as 14 local teams got a taste of how challenging accessibility and inclusion can be.

Prince George

- IMSS – Celebrating Asian Heritage – On air staff as MC. We were very pleased to take part in the Asian Heritage Night thrown by the Immigrants and Multicultural Services Society of Prince George. PML Prince George staff from 99.3 Rewind Radio hosted the event and received personal praise from all the organizers as well as the Mayor of PG. They have already invited us back for next years event!

ALBERTA

Grande Prairie

- Reported on The Grande Prairie Fire Department organizing a new initiative to empower young women and gender-diverse individuals to enter the fire service. Camp F.I.R.E. is a free program that focuses on Fostering Independence, Resilience and Empowerment, (F.I.R.E) and is dedicated to breaking down barriers and fostering a supportive environment.

Red Deer

- Reported that the Alberta government supporting Indigenous students, with a \$3 million pilot program (Jan. 12) - Twelve Indigenous organizations from across the province will receive \$3 million in funding from the Bridging Classrooms to Communities pilot program. The pilot program aims to create welcoming environments, demonstrate cultural awareness and provide system supports to encourage Indigenous students' success in and out of the classroom.

Lethbridge

- A family in Lethbridge donated \$500,000 to the cardiac care centre at Chinook Regional Hospital, the largest the centre had ever received. It was made in the memory of Amir Manji, who was diagnosed with prostate cancer in 2017 and was treated there. This story celebrates the contributions that people who are visible minorities make to our communities.
- A man from Lethbridge was appointed to the Order of Canada, the highest honour the country can bestow upon a person. He is a key figure within the University of Lethbridge,

Blood Tribe Department of Health, and is an advocate for reconciliation. This story celebrates the life and accomplishments of a local Indigenous man.

Medicine Hat

- 'Does skin define who you are on the inside?': Medicine Hat marks Black History Month with impassioned speakers, poets. <https://chatnewstoday.ca/2024/02/23/does-skin-define-who-you-are-on-the-inside-medicine-hat-marks-black-history-month-with-impassioned-speakers-poets/>
- A 16-year-old defenseman from Medicine Hat will be playing for Team Alberta at the Canadian Para Ice Hockey Championship in Port Colborne, Ont. Shawn Odland has been playing para hockey for seven years since the beginning of the junior program in Medicine Hat. <https://chatnewstoday.ca/2024/05/15/medicine-hat-teenager-playing-with-team-alberta-at-canadian-para-ice-hockey-championship/>

SASKATCHEWAN

- northeastNOW - Melfort featured a story about a visible minority man who was able to get out of Haiti: <https://northeastnow.com/2024/03/21/this-was-a-close-call-tisdale-man-finally-leaves-gangs-gunfire-behind-in-haiti/>
- A visible minority, Unity dancer takes stage in Anne of Green Gables: The young dancer was ultimately chosen to dance three roles for the Ballet Jorgen production. <https://battlefordsnow.com/2024/03/06/unity-dancer-takes-stage-in-anne-of-green-gables/>
- Meadowlake students to compete in Northern Skills Regional this Thursday: A competition that showed off student's abilities in different trades and activities. Students then compete in 13 categories such including construction, paddle making, Indigenous art, photography, and public speaking. <https://meadowlakenow.com/2024/02/28/students-to-compete-in-northern-skills-regional-this-thursday/>
- This story featured a travelling non-profit arts group touring the province to give a free show focusing on living with disabilities. It helps people with disabilities and raises awareness for people who are not disabled to learn about disability culture. Publishing the story and essentially helping to advertise the event helped to increase inclusivity in the community. <https://battlefordsnow.com/2024/04/26/listen-to-dis-group-plans-event-focusing-on-living-with-disabilities/>

MANITOBA

Brandon

- Westman Immigrant Services plans to host its second Rural Manitoba Workforce Development Summit in 22 communities beginning next week. The goal of the in-person meetings is to connect immigrant talent with employers, HR managers and community stakeholders. The organization told the Sun that successfully integrating skilled newcomers into the workforce is crucial for both their success and the provincial economy, long-term.
- Brandon's Keystone Centre is the site for Dakota Nation Winterfest this weekend. The annual celebration of Indigenous sports and culture features hockey tournaments, moccasin games, square dancing, a pool tournament, talent show, trade show and bingo.

6. INTERNSHIP, MENTORING & SCHOLARSHIPS

PML takes great pride in offering aspiring young broadcasters' opportunities to join our operations through internships, with many eventually transitioning to full-time positions. We maintain strong relationships with broadcasting schools across Western Canada and several locations in Ontario. Over the years, numerous employees have come to us from institutions such as BCIT in Vancouver, NAIT in Edmonton, SAIT and Mount Royal in Calgary, as well as Toronto Metropolitan University and others. Our stations have achieved a high success rate in hiring students after completing their internships, reflecting our dedication to nurturing and fostering emerging talent in the broadcasting industry.

Mentorship is a cornerstone of the Pattison Media experience. By leveraging the expertise of our long-serving staff, we provide comprehensive mentorship to young employees starting their careers. We place these employees in smaller markets, enabling them to gain valuable experiences not often available in larger markets, where interpersonal relationships among staff can be more limited. Our team takes pride in creating a collaborative environment where everyone works together for mutual benefit. Many of our younger employees have successfully transitioned to careers in larger markets, demonstrating the lasting impact of the mentorship they received at Pattison Media.

In 2024, PML launched its first General Manager Mentor program. This is in addition and complimentary to our Program Director Mentor program, which was originally launched in 2021. This GM Mentor program was carefully crafted with a focus on various key elements that constitute the role of a General Manager at Pattison Media. Open to anyone within the company, the application process aimed to identify individuals who demonstrated potential in leadership roles. This initiative was driven by our vision to cultivate our Wildly Talented Team to become the leaders of tomorrow, contributing significantly to our succession planning efforts. The program has proven to be successful and rewarding, and we anticipate further expanding and applying this mentorship model to different areas of our company in the years to come.

Our annual PML Equity Scholarship, is now fully supported by all stations across 4 western Canadian provinces. Acknowledging the challenge that our Newsrooms continue to have in finding qualified candidates to fill crucial positions to report local news, we focused this on Journalism students specifically. Pleased with the exceptional candidates that applied, we awarded 6 of applicants, \$2,500 each in 2024, totalling \$15,000 in scholarships.

As part of promoting the PML Equity Scholarship, we actively maintain contact with instructors and leaders of broadcast and journalism programs. This ongoing engagement not only helps to raise awareness about the scholarship but also strengthens our relationships with educators, ensuring that PML remains top of mind in their discussions with students.

In 2024, PML is proud to have successfully attracted interns from various broadcasting programs, reaffirming our commitment to supporting emerging broadcasters. Our General Managers have been instrumental in building and maintaining strong connections with local high schools and broadcasting schools within their communities. Through regular communication, they ensure students are well-informed about the opportunities available at PML, further solidifying our ties with the next generation of broadcasters. Below are some examples of the positive relationships our employees formed in 2024 through mentorship opportunities:

BRITISH COLUMBIA

Prince George

- News intern from BCIT was mentored for 5 Weeks and identified in one or more of the designated groups
- High School Work experience student - Feb 20th – April 26th, we hosted a grade 12 job shadow student. He was originally just looking to sit in on the afternoon show on one station. Instead, we gave him the full Pattison Media experience. He was here 2 days a week, for 3-hour shifts. Lukas spent time with both afternoon shows, in production, news, creative, and Television.
- PML PG mentored an intern from NAIT for a four-month period through who is working in the Creative and Production area.

Vancouver Island

- They hosted an intern, from BCIT, in our Nanaimo newsroom for 4 weeks in May.

Victoria

- PML Victoria was able to provide \$5,000 in CCD (Canadian Content Development) funds to School District 61 in Greater Victoria for the purchase of musical instruments for their 'rock band' program.
- They hosted a Production and Creative Writing Intern in November. He is a local Camosun College grad in their sound engineering program. He may become a part-timer for us or get involved in board operating or as a member of the street team.

Kamloops

- In January B100 Morning Co-host our morning show co-host volunteered as a mentor for a grade 12 student who is considering a career in media. This we hope has the potential to inspire further recruitment for our division and our industry as, as of by-product of his mentorship Rich has been invited to address the student's grad class, speak about our business, answer questions and culture further mentorship opportunities.

- Technical Director, who identifies as a visible minority, continues his quest for Permanent Residence status in Canada. PML continues to provide all necessary documentation, legal and emotional support to bring his application to successful fruition.

ALBERTA

Lethbridge

- Woman/Visible Minority Lethbridge College student joined us for one month for her 2nd year practicum.

Grande Prairie

- They continue to work with Grande Prairie Friendship Centre President to encourage job shadows and intern opportunities for Indigenous youth or others interested in Media as a career. President appears on morning show when the Friendship Centre has events to promote in the community. He has also been helpful in encouraging other Indigenous promoters to access our morning shows for interviews. Once such example was the recent Indigenous Cultural Day and Indian Relay Races, where the organizer was interviewed live on our Rewind and Big Country morning shows.
- Pattison Media Grande Prairie sponsors 4 scholarships annually at Northwestern Alberta Community Foundation. These awards are presented each September to qualifying students at Northwest Polytechnical (Formerly Grande Prairie Regional College) There are two, \$1500 awards and two, \$500 awards given each year. Our winners this year were all women. The awards are the result of an on-going gift in kind donation made by Bear Creek Broadcasting (CIKT) which PML fully purchased in 2015.

Edmonton

- We had a female intern for the first 15 weeks of the year who received training in promotions, on location broadcasts, music scheduling as well as on-air.
- We have a visually impaired student from NAIT doing their practicum with our Edmonton stations for audio production.

SASKATCHEWAN

Prince Albert

- An employee who is currently within our organization belonging to 2 of the designated groups is currently receiving one on one mentorship and guidance with the goal of making them a department leader within our organization.
- During the school year, a female reached out to seek an internship with our radio stations. She is a grade 11 student who will be joining Nic and Grant for Morning Show Job-Shadowing in the summer. She has expressed an interest in the Broadcasting Industry and is seeking to learn what it takes to put together a local morning show.

MANITOBA

Winnipeg

- Hosted a Production intern from Mid-Ocean School of Media Arts in May for a few weeks.

- Student from RRC Polytech Creative Communications program did a three-week work placement in the Creative Department in December.
- Hosted 2 students from Louis Riel Arts and Technology Centre Broadcast Media program. They completed work placement and assisted with video projects. They also gained more production skills, voiced spots and assisted the writers with scripts, were text monitors and went on air with both stations to talk about their programs.

7. COMMUNITY & INDUSTRY OUTREACH

At PML, we understand that radio and television stations are inherently local services with deep connections to their communities. In 2024, we reaffirmed our commitment to engaging with our communities across British Columbia, Alberta, Saskatchewan, and Manitoba through various outreach initiatives. Operating in 32 distinct communities, Pattison Media relies on the dedication of our staff in each location to stay informed about issues related to the representation, reflection, and portrayal of diverse communities. These efforts underscore our ongoing dedication to fostering meaningful connections and ensuring our services resonate with the audiences we serve.

PML has played a key role in supporting Indigenous radio stations in Alberta and British Columbia, reflecting our dedication to fostering diversity and amplifying Indigenous voices in the broadcasting landscape.

In Alberta, our Calgary-based technician conducted bi-weekly visits throughout 2024 to the Piikani Nation Radio studio in Brocket. During these visits, we provided critical technical guidance, assistance with repairs, and the creation and maintenance of technical documentation. Additionally, we facilitated communication with vendors and leveraged PML's resources to provide non-technical support, including training on production and automation systems.

In British Columbia, PML extended technical support to Homalco Nation Radio station the Raven 100.7 FM in Campbell River. Our team assisted with maintenance and troubleshooting for their transmitter site and radio studios throughout the year, ensuring smooth operations and uninterrupted broadcasting.

These efforts underscore PML's commitment to empowering Indigenous and diverse communities by supporting their initiatives to establish and sustain their radio stations. Through collaboration and expertise, we aim to contribute to a more inclusive and diverse broadcasting industry.

PML's award-winning stations are deeply rooted in their communities, actively reporting on local news and events while passionately supporting the people they serve. In 2024, PML stations demonstrated this commitment by donating \$25 million in airtime to charities, public service initiatives, and local fundraisers. From supporting the Jim Pattison Children's Hospital in Saskatoon to the Grande Prairie Friendship Centre, Basics for Babies in Kamloops, and numerous local food banks, our radio and television stations played a prominent role in a variety of charity initiatives and events. These collective efforts were focused on enhancing the well-being of the communities they proudly call home.

To further highlight the depth of our community outreach and our dedication to covering diverse stories, the following are some examples of contributions to diversity made by our stations in 2024.

BRITISH COLUMBIA

Prince George

- 99.3 REWIND, 101.3 The River, CKPG-TV - “Spirit Day”: In partnership with Spirit of the North Healthcare Foundation, this one-day radiothon fundraiser, supported by 4 weeks of promotion and testimonials, encourages people and businesses in and around Prince George, to drop off or phone in cash donations. Spirit Day 2024 set a record breaking \$382,652 in just 12 hours, allowing all funds to remain in the region and support much needed northern BC healthcare initiatives.

Kamloops

- PML Kamloops has entered a partnership with a member of the Tk’emlups te Secwepemc Nation. This has led to the development of a weekly television segment in which he shares his wisdom and experiences in the context of his culture and indigenous values. This 2-to-3-minute feature airs 4 times daily during our TV newscasts each Monday. And is always available at CFJCTODAY.COM.
- B-100, 98.3 CIFM, CFJC-TV - “Basics for Babies”: This breakfast fundraiser, in its 19th year, has raised over \$100,000 in cash donations in 2024 plus over 3000 pounds of basics. All money raised goes to support the most vulnerable members in the community and to ensure that struggling families can provide the basic nutritional needs, hygiene and comfort necessities for their babies. Young Mom’s can access these basics all year long in the ‘baby bank’. We are proud to say babies that this event helped in the first few years, have now graduated high school!

Kelowna

- 3 stations, 3 breweries, 3 charities helped! To help local charities by using our brand power and connections, we selected 3 breweries to team up with to raise money. Each station had a different brewery, and they would rebrand an existing recipe to reflect our station. Some proceeds from that beer would later be put toward a cash donation to the charity. Lizard partner Lakesider Brewing made a Lizard Loves Lager with Lime, and proceeds (\$2000) helped The KGH Foundation, Beach Radio worked with Barn Owl Brewery on the Beach Blonde Ale and raised money for The Bridge Youth and Family Services and OV worked with Kelowna Beer Institute on the OV OG West Coast IPA and raised money for Kelowna Gospel Mission)
- Since 2020, PML Kelowna has worked with KGH Foundation's JoeAnna's House on fundraising for the house. It started as drive thru donations in our parking lot, to their lot, to Save On; and has grown into Winter Wonderland, a family party atmosphere with entertainment, food, games, activities... this year was year 2 as Winter Wonderland, and we broadcast live from MNP Place arena, on all 3 stations.

Victoria

- VBIS An Evening of Black and White... Because Gray Matters Gala. The Q! helped support VBIS An Evening of Black and White... Because Gray Matters Gala. This is not just a night out—it's a celebration of community, a culinary adventure, and a chance to give back in a big way. This amazing event supports the Victoria Brain Injury Society's invaluable Housing Program, offering much-needed stability to brain injury survivors and their families.
- 100.3 The Q's "Feed the Need", and The Zone at 91.3, "Toy Drive". For over 30 years, 100.3 The Q, 'Feed the Need' brings much needed support to Victoria's people in need. Their event in 2024 raised \$30,000 in food and cash to fill the shelves of their local food banks and assist people who use them
- The Zone delivered \$55,000 in toys and cash in 2024 in their 15th annual Toy Drive. This event will continue in 2025 under a new name – The Willows Family Toy Drive – to honor the legacy of former morning show host, Dylan Willows', commitment to this initiative.

Port Alberni

- We promoted the annual Port Alberni Toy Run, held in September, with on-air promos, social media posts and interviews. Just this past year alone, the Port Alberni Toy Run provided funding to: Youth counselling programs, ADSS athletic programs (Basketball, Rugby, Wrestling, etc), Girl Guides, Special Olympics, Assistance for Autistic youth, Community Arts Council youth programs, Literacy Alberni and the Salvation Army Christmas campaign: Toys for children and food for hampers.

Parksville/Qualicum Beach

- Inclusion Parksville Golf Tournament - Inclusion Parksville supports adults with diverse disabilities through innovative programs and person-centered planning. They aired live mentions and website exposure.
- All Abilities Golf Championship kicks off in Qualicum Beach— A local golf course where attempts are being made to assist players with various challenges is hosting a unique tournament returning for its second year. The second annual All Abilities Golf Championship takes place on Monday and Tuesday, Aug. 12 and 13 at Qualicum Beach Memorial Golf Club.

Nanaimo

- Nanaimo aviation experience connecting Indigenous youth with new careers. Promoted this event that was created to connect Indigenous youth and young adults with careers in aviation. Give Them Wings was hosted at the Nanaimo Airport and was open to Indigenous youth and adults aged 15 to 39 years old.

ALBERTA

Red Deer

- Included this story: Unified Sports Tournament at Lindsay Thurber Comprehensive High School in Red Deer. The event brings together students from Thurber, Notre Dame, and new this year, Hunting Hills, to enjoy some friendly competition in sports and games

such as basketball and bean bag toss. It's all under the banner of Unified Sports, which is an initiative of Special Olympics, and here in Alberta, in conjunction with the Alberta Schools' Athletic Association.

Rocky Mountain House

- Staff interviewed guests about the Mountain Rose Women's Shelter about fundraising event (which we sponsored) and staff attended.

Grande Prairie

- PML GP sponsored Community Futures Indigenous Business Development Awards with our \$5,000 free advertising campaign going to The Bead Lodge. PML Sales rep also worked with the GP Friendship Centre to help promote their June 21st Indigenous Day Parade and Traditional Pow Wow with \$1,850 in gift in kind advertising and worked with Indian Relay Races and provided \$3,500 gift in kind advertising for their races and Indigenous Cultural Day on June 8th.
- We contributed \$10,000 in added value campaign to Mountain Plains who work with the Disabled in our community for promotion of their annual fundraising event.
- Partnered with Subway on nonprofit one for one advertising campaign to support Subways annual Food Drive for the Grande Prairie Friendship Centre. Remotes, ad libs and social campaigns were also offered on nonprofit rate structure. In total through Q-4 we provided the Grande Prairie Friendship Centre with \$15,000 in complimentary advertising.
- Grande Prairie GM met with the owner of R-Work Force. He is developing a Provincially and Federally funded program to help youth in NW Alberta, establish career direction. We'll be working with him to support R-Work Force when appropriate with job shadows, career fairs etc.
- Program Director and Morning Show Host with Rewind 989 interviewed Ferhan Umedaly, from Empowered Filmmaker. Ferhan hosts an annual film course for Indigenous communities in Northern Alberta. The interview focused on how he teaches students to make a film in 5 days and it will be shown at the Empowered Film Festival at the end of the course. Many of his students have gone on to win at large Indigenous Film Festivals. Our PD's goal is to have an equity or diverse culture represented in long interview form on his morning show once per month.

Edmonton

- One of our announcers who self identifies as a visible minority has been asked to take part in a diversity broadcasting panel as a speaker and panelist. This event is currently in the early stages of planning, and we will continue to report on this as the event comes together.
- A moment on NOW! radio Edmonton was featured sharing the talents of two brothers (Connor and Zach) who were diagnosed with Autism and Fragile X syndrome. They are the sons of a NOW listener named Lori. Both brothers can see beautiful colours when they hear music and loved to paint those colours when they listen to it. Pink is an artist that had the most vibrant colours, and Zach had painted one for Pink. The radio station arranged

to get the painting to her/her team, and they were rewarded with tickets to her concert. Lori/Connor's story was picked up by multiple news outlets, including global. <https://globalnews.ca/news/10716554/edmonton-painting-pink-musician-artist/>

SASKATCHEWAN

- PML is very proud to report our support and partnership with EFN Media, formerly Eagle Feather News. This shuttered, monthly, Indigenous newspaper has been able to be relaunched in Saskatchewan with a fresh brand, digital news portal and a quarterly print magazine. Eagle Feather News originally started 25 years ago and has long history of reporting stories of high interest to Saskatchewan's First Nation and Metis communities. It was forced to take a 6-month hiatus due to the financial pressure of Meta's ban on Canadian News sites. Its value and absence were a significant loss in the communities it served. A Saskatchewan PML Station Manager and General Manager recognized this void and approached EFN with an idea of a strategic partnership. What resulted was a groundbreaking agreement that includes content sharing and advertising revenue sharing, with an emphasis on a commitment to economic reconciliation and support for Indigenous journalists. PML would share the knowledge, expertise and technical groundwork that we gained from years of publishing own news portals, to build and launch the new EFN Media site. And EFN Media would connect us to members of their Indigenous community, while providing us content for our own portals. This relationship has been beneficial for both parties and PML looks forward to growing our relationship with EFN Media in the years to come. <https://panow.com/2024/08/12/content-sharing-underway-between-pattison-media-and-eagle-feather-news/>
- "Jim Pattison Children's Hospital Radiothon". In 2024, Pattison Media Saskatchewan helped fundraise more than 1.9 million for the Jim Pattison Children's Hospital Foundation, supporting pediatric healthcare in Saskatchewan. Annual radiothons on PML stations, began 22 years ago and has to date, helped raise more than 16 million dollars in support of the JPCH in Saskatoon.
- Programming Manager and Network Afternoon Host in SK, was asked to be the juror to select the winner of the Saskatchewan Indigenous Music Association's Emerging Artist of The Year. She is working closely with this organization to find out how our stations across SK can be more involved.

Melfort

- We were partners with the Culturama event in Melfort – It's an event to experience other cultures through cuisine, entertainment, displays, and interactive workshops.

North Battleford

- Our stations partnered with the City of North Battleford to promote a Winter Supply "drive" for Miwassin Kikanaw (our local homeless shelter). Through the middle of December temperatures plummeted and the need for winter supplies was real. The drive was then attached to the CJNB Twinkle Tour Finale at the Nations West Fieldhouse. The drive successfully raised food, hygiene items, and warm clothing. Miwassin Kikanaw serves a

growing local population of homeless individuals focused on offering traditional First Nation healing and support for those suffering with mental illness and addictions.

- The entire team in North Battleford got involved in the Christmas drive for our local foodbank. The team stepped up to organize an afternoon of sorting through donations and helping to pack 100's of Christmas hampers for the less fortunate in our community. Our team got a firsthand look at the growing need in our community through team building.

MANITOBA

Winnipeg

- Upon reading this news story in January, <https://www.cbc.ca/news/canada/manitoba/duct-cleaning-cash-found-can-1.7098395> , NOW!radio offered the company, the Duct Stories, \$4000 (about 4 months) of advertising to this relative new company in Winnipeg. This is their first foray into mainstream media – having relied on word-of-mouth recommendations from the Filipino community. It's been a wonderful opportunity for the company to increase their exposure.
- In February, Morning show hosts attended the Winnipeg Jet's Winnipeg Aboriginal Sport Achievement Centre (WASAC) Night. It's a non-profit that embraces the pride of Winnipeg's Indigenous youth and families and helps to remove barriers for thousands of children and youth annually through sport, culture, and recreation. PML Winnipeg also gave away tickets that that game.
- On air hosts participated in and hosted the Easter Seals Drop Zone. Easter Seals is Canada's largest local provider of programs, services, and development of the disability community. In Winnipeg, they are associated with Manitoba Possible. They enhance the quality of life, self-esteem and self-determination of Manitobans living with disabilities.

8. INTERNAL COMMUNICATION

Each station or corporate group within PML is committed to ensuring that diversity commitments are effectively communicated to all staff members.

Diversity objectives and information are shared through quarterly meetings with General Managers, where Employment Equity and Diversity are key agenda items. General Managers, who oversee our 32 locations, also hold weekly meetings with department heads to discuss news, programming, and employment matters. To ensure accessibility, our Employment Equity and Diversity policy documents are prominently displayed at all locations. All corporate reports that are submitted to the CRTC, including this Annual Diversity Report, are printed and displayed in a prominent and accessible area so that they are available to all staff.

PML Team members play an active role in planning initiatives to enhance diversity and inclusion across station operations by accessing free materials, attending webinars and making IDEA practices a part of their daily interactions. This engagement is further encouraged through participation in community events supported by our stations, fostering a culture that celebrates the diversity of the communities we serve. Finally, the formalized structure of our Employment Equity Committee ensures that our stations remain inclusive and reflective of these communities.

At PML, diversity, equity, and inclusion are more than just values—they are foundational to who we are and how we operate. We remain steadfast in our commitment to fostering an inclusive workplace where all employees feel valued, respected, and empowered to contribute their unique perspectives. As we look to the future, we will continue to prioritize diversity in our workforce, programming, and community engagement, ensuring that our operations reflect the vibrant and diverse communities we serve. Together, we are building a stronger, more inclusive organization that celebrates the power of diversity to drive innovation, connection, and success.