



 **ROGERS**
Sports & Media

2024 Cultural Diversity Report
January 31, 2025



*Diversity, Equity, Inclusion & **Belonging.***

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Introduction

Rogers Sports & Media is proud to submit our 2024 Diversity Report in compliance with the reporting requirements established by the Commission in Broadcasting Public Notices CRTC 2005-24, *Commission's response to the report of the Task Force for Cultural Diversity on Television*, and 2007-122, *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*.

In 2023, Rogers Sports & Media's parent company, Rogers Communications Inc. (Rogers), merged with Shaw Communications Inc. following [Broadcasting Decision CRTC 2022-76](#), *Shaw Communications Inc. - Change of ownership and effective control*. This year's diversity report will be the first to include details regarding our Indigenous news content team and Indigenous mentorship opportunities, as well as our growing investment in Western news markets, as required by [Broadcasting Decision CRTC 2024-133](#), *Fulfilment of conditions of approval set out in Shaw Communications Inc. - Change of ownership and effective control* (Decision 2024-133).

Five years after launching **ALL IN**, our all-encompassing and action-focused strategy, Rogers Sports & Media continues to be committed to inclusion and diversity. As a national Canadian media company, we are well positioned to foster change by promoting acceptance and awareness, educating Canadians, breaking down barriers and amplifying the voices of underrepresented communities. **ALL IN** spans all aspects of our business, and we are pleased to provide details in this 2024 report on how our ongoing strategy is driving positive change.

Who We Are

- Five multicultural television stations which form OMNI Television (CHNM-DT Vancouver, CJCO-DT Calgary, CJEO-DT Edmonton, CFMT-DT Toronto, and CJMT- DT Toronto);
- OMNI Regional, a national, multilingual, multi-ethnic discretionary service with four regional feeds (OMNI East, OMNI Pacific, OMNI Prairies and ICI Quebec);
- Citytv stations across Canada, including six conventional and one educational (CKVU-DT Vancouver, CKAL-DT Calgary, CKEM-DT Edmonton, CHMI-DT Winnipeg, CITY-DT Toronto, CJNT-DT Montreal, and SCN-DT Saskatchewan);
- 12 discretionary services (Bravo, HGTV, Food Network, Magnolia, Discovery ID, Discovery, FX, FXX, Sportsnet, Sportsnet One, Sportsnet 360, and Sportsnet World);
- Today's Shopping Choice (TSC), Canada's only nationally televised shopping service;
- 55 radio stations across Canada; and
- The Toronto Blue Jays franchise and stadium (Rogers Centre)

Additional Reporting Requirements - Broadcasting Decision 2024-133

In Appendix 2 to Decision 2024-133, the Commission set out the following conditions of service:

Conditions of service applicable to the Citytv stations operated by Rogers Media Inc.

13. The licensee shall include in the annual diversity report it files with the Commission details specifying how the following three initiatives contribute incrementally to the Canadian broadcasting system and serve the public interest:

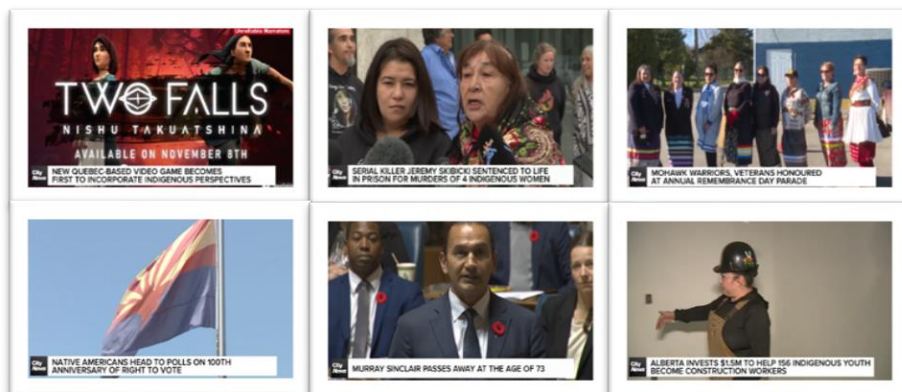
- Indigenous news content team;
- Western Canada journalists to be added to Parliament Hill team in Ottawa; and
- growing investment in the Western news markets.

14. The licensee shall include in the annual diversity report it files with the Commission details regarding the mentorship opportunities offered to Indigenous content creators by the licensee.

In Rogers' 2023-24 Broadcast Year Shaw Incrementality Report - filed with the Commission November 30, 2024 in accordance with Broadcasting Decision CRTC 2022-76, *Shaw Communications Inc. - Change of ownership and effective control* - we provided preliminary details on our Indigenous news team hires as part of the larger report on the number of journalists hired for Citytv. As that report indicates, we have to date hired four Indigenous journalists who now comprise the base of our Indigenous news team. Two of those hires were in Western markets: Winnipeg and Edmonton. These hires are particularly noteworthy because the significant headwinds to recruiting journalists in today's uncertain news climate are even more acute when trying to attract Indigenous talent.

Below we have outlined how our dedication to Indigenous-led journalism and our investment in Western news markets has positively impacted the Canadian broadcasting industry and served the public interest.

Indigenous News Team



The creation of the Indigenous news team has improved CityNews editorial content in two separate, but meaningful ways. First, increasing the number of Indigenous journalists in our newsrooms, and giving those journalists a specific mandate to find and tell stories from First Nations, Métis, and Inuit communities, has opened doors that were previously closed and allowed access to people and places that are integral to the audiences we serve, but hard to reach without journalists who come from Indigenous communities. For example, in Winnipeg, having our Indigenous news team member as part of our ongoing coverage of a brutal serial killer provided important access to the impacted communities, in what is a difficult and sensitive story to tell.

Additionally, our Indigenous news team enables our journalists to cover stories that may not traditionally be labelled as Indigenous but enrich our editorial content by presenting narratives from an Indigenous perspective. In Montreal our Indigenous team reporter covered Remembrance Day by focusing on the community of Kahnawake, where he highlighted the local service and sacrifice of Indigenous women in the military, including his own mother. Our Montreal reporter was also able to add important context and lived experience to the story of a new video game which revolves around the relationship between a French settler and an Innu hunter. In Edmonton, our Indigenous news team reporter has been assigned to cover the Legislature, where he tackles the big political stories of the day, but also brings his own personal lens to this important assignment.

In Toronto, our reporter has been able to shed light on stories that were previously not part of the daily news mix, bringing surprising and little-known angles to big stories, including an examination of the right of Indigenous Canadians to vote in U.S. elections. In Manitoba, having an Indigenous news team reporter allowed greater insights and context to the story of the passing of both The Honourable Murray Sinclair, as well as the Assembly of Manitoba Chiefs (AMC) Grand Chief Cathy Merrick.

These stories can be found here:

- [**An evil monster': Winnipeg serial killer sentenced to life in prison in slayings of four Indigenous women**](#)
- [**Annual Remembrance Day march in Kahnwake honouring women in military this year**](#)
- [**New Quebec-based video game becomes first to incorporate Indigenous perspectives**](#)
- [**Alberta Investing in Indigenous trades program**](#)

- [Native Americans mark 100th anniversary of being granted the right to vote](#)
- [Reactions pour in, as people across the country mourn the loss of Murray Sinclair:](#)

Indigenous Mentorship

Rogers' community tv channels, Rtv, are committed to developing and nurturing mentorship opportunities for Indigenous content creators, including by hiring Indigenous community ambassadors across our community tv footprint. Our first Indigenous Community Ambassadors were hired in the 2023/24 BY, located in Winnipeg and Cape Breton, and plans are underway to add more community ambassadors in our Western markets in 2025.

As we shared in our submission on Broadcasting Notice of Consultation CRTC 2024-67: *Call for Comments - Co-development of an Indigenous Broadcasting Policy*, Rogers' Indigenous Community Ambassadors will act as liaisons between Indigenous content creators and our regional teams. They will develop partnerships and mentorship opportunities for aspiring Indigenous content producers, pairing them with our experienced producers. This will also involve coordinating training efforts and providing the equipment needed to ensure Indigenous stories can be captured and shared.

Rogers' Indigenous employees working in news and community tv are the backbone of our mentorship program and look forward to continuing to build this important network.

Western Canada Reporting from Parliament Hill

CityNews also hired a new reporter for Ottawa's Parliament Hill, which enhanced our coverage of National political stories. This addition also allowed our new Western Canada streaming channels to highlight political issues relevant to the region.

Our new hire, who brings decades of reporting experience, significantly improved our coverage and has been particularly successful in localizing stories for viewers in Calgary, Edmonton, and Vancouver. For example, we provided ongoing, tailored local coverage of the political fallout following the killing of Hardeep Singh Nijjar. Additionally, we have offered context and analysis of the BC provincial election from an Ottawa perspective, adding editorial value to our local coverage of federal by-elections.

As we prepare for the federal election in 2025, we plan to hire a second Ottawa reporter this year. This will allow us to deliver even more tailored coverage for our western audiences during what will be a busy political season.

All IN

All IN is an Inclusion & Diversity strategy launched by Rogers Sports & Media that encompasses all areas of the media business and complements the wider diversity strategies implemented by Rogers Communications Inc. (RCI).

The **All IN** plan has five key pillars:

- Business: Give \$5 million over 5 years in free advertising and creative services to support local businesses owned by BIPOC, 2SLGBTQIA+ PWD, or women
- Community: Give \$5 million over 5 years in free advertising and creative services to charities that support all equity-seeking communities
- Content: Launch an internal Content Advisory Council, comprised of diverse employees, to increase diversity of thought and focus in our content and programming
- Mentorship & Sponsorship: Create a program to give young people from equity-seeking communities (both from inside and outside of Rogers) the tools, support, and resources to successfully enter and advance in the sports and media industry
- Hiring and Career Advancement Practices: Develop a set of specific programs and recruitment strategies to improve diversity at all levels of the organization, including leadership positions

All IN 2024

Pillar 1 - Business

Rogers Sports & Media committed to providing \$5 million over 5 years in free advertising and creative services to support local businesses owned by Black, Indigenous, people of colour, 2SLGBTQIA+, PWD, and women. In our fourth year, we partnered with:



Woman's Para Hockey Canada

Women's Para Hockey Canada

strives to enable Canadian girls and women with disabilities to achieve long-term participation and sporting excellence in para hockey with a sustained national women's program.

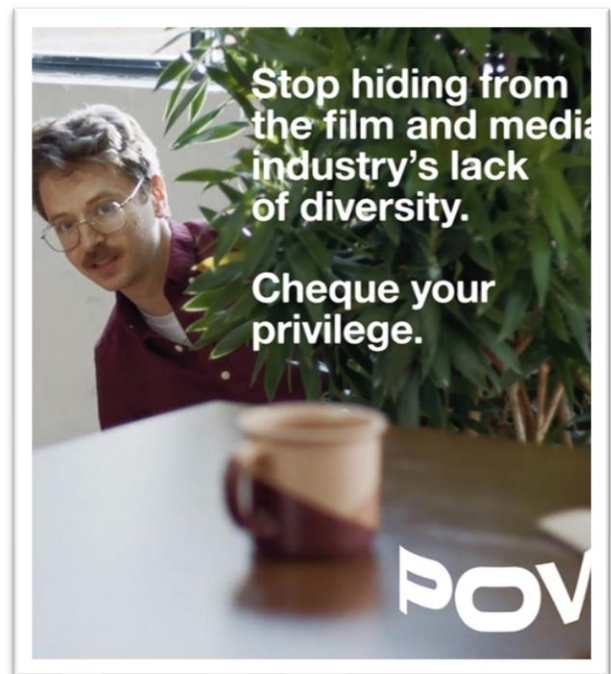
The organization’s short-term goal (within five years) is to grow participation numbers by building and enabling equitable and fair participation in women’s para hockey at the local and national level.

The long-term goal (5+ years) is to see international development of the sport (led by Canada) with ultimate participation in the first-ever women’s para hockey event at the 2030 Paralympic Games to go alongside more consistent sanctioned international competitions that raise awareness of, and participation in, the sport.

Pillar 2 - Community

As mentioned above, Rogers Sports & Media committed to providing \$5 million over 5 years in free advertising and creative services to charities that support equity-seeking communities. In the fourth year of this national initiative, we partnered with:

POV (Youth & Film) POV is a charity that partners with talented, young BIPOC creatives to champion diversity and inclusion in the content production industries by increasing access to skills training, job placements, mentorship, and professional development opportunities. **POV** is the pipeline to the next generation of Canadian creativity, turning today’s underdog into tomorrow’s champion.



Rogers Sports & Media has extensively promoted the **Business and Community pillars of ALL IN** across all our platforms. In 2024, our creative production team designed customized campaigns for our partner organizations, which were aired across the company’s television, radio, and social platforms. Additionally, Rogers Sports & Media profiled many businesses owned by women, 2SLGBTQIA+, Indigenous, Black, people of Colour, and persons with disabilities, and awarded important BIPOC.

In addition to these national charitable partnerships, Rogers Sports & Media supports community organizations locally and regionally through all our services. In 2024, Rogers Sports & Media sponsored a number of events, including the ones highlighted below.

OMNI Television Community Involvement

OMNI Television is proudly mandated to support Canada’s growing diversity and invests a great deal of time and resources building and nurturing relationships with grassroots ethnic organizations. Our OMNI TV stations actively pursue sponsorships and event opportunities that reflect OMNI TV’s diversity mandate. A few examples of events OMNI has supported are: the Mabuhay Philippines Festival, Bollywood Monster Mashups, the ACCE Chinese Canadian Awards Gala, the 16th annual Top 25 Canadian Immigrant Awards- 2024, The Greek International Film Festival, the 34th Annual Dragon Ball, Carassauga, Toronto Diversity Festival, The World Wife Food Festival, Lantern City, the Jewish Book Festival, the Special Olympics Polar Plunge, the 2024 Bridge to S.U.C.C.E.S.S. Gala, Carnaval Del Sol and the Vaisakhi Festival. In addition, Community Liaison Officers (CLOs), representing each of the regions OMNI TV serves, play a key role in monitoring and fostering these diversity initiatives. Our CLOs are responsible for keeping track of all community events and community sponsorships, and support includes PSAs, on-air and online promotions, event coverage and providing emcees for community events.

OMNI Regional Advisory Councils



The OMNI Regional Advisory Councils continue to play a large role in assisting local ethnic communities that wish to become involved with OMNI TV, identify important community partners and ensure that Rogers Sports & Media provides an appropriate level of

programming commensurate with the demographics of each market where OMNI TV operates. The members of the OMNI Advisory Councils provide strong representation of the various ethnocultural communities within OMNI TV's broad service mandate.

Citytv Stations

Citytv actively pursues sponsorships and event opportunities that reflect our diverse audiences across Canada. Community Calendars support hundreds of events every year and diverse and multicultural events are often showcased. Host appearances play a large part in our diversity sponsorships and is a very important part of developing our relationships with pillars in the community. As an example, *CityNews* anchor **Faiza Amin** hosted and was a panelist at the *Canadian Black Standard* black women in finance discussion called **Money Moves** on July 8, 2024.



Radio

Our radio stations continued to connect with and support local organizations in 2024. The following are only a few examples of how our local radio stations got involved in diversity-focused events to benefit communities:

- 101.0 The Fox, KiSS 100.5, and Country 600 provided coverage of Culture Days, a free city-run event at the Kiwanis bandshell at the North Bay waterfront that celebrates a variety of cultures through live music.
- KiSS 105.3 sponsored the annual Chamber of Commerce Women's Day breakfast. Jamie Johnston from KiSS 105.3 and Mellaney Dahl from Q2 Sudbury co-hosted the event.
- KiSS 99.3 supported Timmins Pride by airing an interview with the president of Timmins Pride, drove in the parade, set up a KiSS 99.3 booth at the Pride rally, and supported the community bowling, painting, educational events. KiSS 99.3 and Q92 Timmins also promoted drag shows on-air and on social media.
- Q92 Timmins and KiSS 99.3 supported the Timmins Cricket Club Diwali Celebration with on-air promotions.

- Q92 Timmins and KiSS 99.3 supported the National Indigenous Peoples Day event with on-air and online promotion. Afternoon host Robyn also attended event at the park.
- 97.9 Rock supported the Athabasca Tribal Council's Cultural Festival with on-air and online promotion, as well as talent presence on site of the festival in Fort McMurray.
- 97.7 Rock afternoon host Ryan G volunteered his time with Odyssey House Women's Shelter for their biggest annual fundraiser GrandeCon.
- 105.3 Rock provided on-air promotion for Medicine Hat Pride by covering the Pride flag raising and educational fair at the Medicine Hat College.
- 92.1 CITI Morning Show host Joe Aiello hosted the Children's Hospital Foundation of Manitoba Golf Tournament., the Vipond Golf Classic, Children's Rehabilitation Foundation Walk, CoHabit Golf Classic for Cerebral Palsy, and the Children's Rehabilitation Foundation Golf Tournament- all events in support of people/children living with disabilities.
- 92.1 CITI was a media sponsor and assisted with various fundraising calls and general awareness for the Bear Clan Patrol in Winnipeg. Bear Clan Patrol assumes the traditional responsibility to provide security to our Aboriginal community by organizing the community to keep the peace and to assist other community member
- KiSS 102.3 Afternoon host Drew Kozub was the MC for a female-run charity supporting largely Black communities.
- 92.1 CITI Morning Show host Shalinda Kirby hosted the Rainbow Resource Centre's 50th Anniversary Rainbow Gala to provide support and funds for Rainbow Resource Centre.
- SN590 ran supported various diversity-related events with on-air promotions including: the Black Diamond Ball, Truth & Reconciliation Day, Conn Smythe Dinner for Easter Seals, Rick Hansen Foundation, and Women's Para Hockey of Canada.
- KiSS 92.5 was an official sponsor of Pride Toronto 2024. The station promoted the Pride events with on-air and online promotions, as well as on-site presence.
- Chez 106 talent Chris Biggs, Jason Barr & Jamie Alton hosted the Biggs and Barr Classic for Autism.

- Country 93.5 supported the Kingston Polar Plunge to raise awareness and funds for the athletes and families of Special Olympics Ontario.
- K-Rock 105.7 supported the Intercultural Arts Festival in Kingston with on-air promotion.
- 106.7 ROCK & KiSS 107.7 supported various diversity-related events with on-air promotion and on-site presence including: Lethbridge Pride Week, International Peace Pow-Wow and Festival, Asian Heritage Festival and Heritage Day.

Canadian Content Development (CCD) Support

Rogers Sports & Media's CCD support in 2024 continued to support emerging artists from equity-seeking groups across Canada in meaningful ways, providing direct financial contributions to local artists for performances to local audiences. The majority of Rogers Sports & Media's discretionary CCD expenditures go directly to supporting local and emerging artists and are used to fund local musical events that, in many cases, wouldn't be possible without our financial support.

As part of Rogers Sports & Media's ongoing commitment to supporting artists from underrepresented groups, we again supported The Vanguard, an annual fashion, art and musical event in support of the Rainbow Railroad, a global non-profit organization dedicated to assisting 2SLGBTQIA+ individuals who face persecution to find safety through emergency relocation and other forms of aid. Our support paid for the performances of three emerging artists, all female and all from underrepresented groups. Likewise, our ongoing support of PhemPhat's annual Honey Jam concert directly funds performances by emerging female artists from diverse backgrounds.

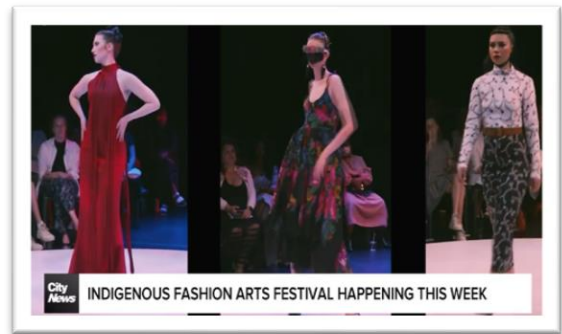
Pillar 3 - Content

Rogers Sports & Media recognizes its role and responsibility in advancing the conversation of racial and systemic injustice. Listed below are highlights of how Rogers Sports & Media used its compelling sports and media assets to amplify voices that have not always been heard with equal measure:



In 2024, **OMNI Television** aired Season 3 of the English and Tagalog sketch-comedy series *Abroad*. The season premiered in May, and Season 4 completed production in December.

CityNews interviewed Indigenous fashion experts Sage Paul and Lesley Hampton, who explain how they are redefining what Indigenous fashion can be and paving the way for the next generation of Indigenous designers to confidently take up space in this industry and beyond ahead of the Indigenous Arts Festival.



CityNews attended open houses hosted by the Toronto Fire Services Black Staff Network, which were hosted in an effort to boost the number of diverse applicants to the service. CityNews aired a 3-part story talking about the efforts being made to be more inclusive, discuss potential barriers and possible solutions.



CityNews Montreal was present for the Ramadan festival in Dorval where guests enjoyed food vendors, live music, hourly raffles, and a fashion show.



Citytv launched the first season of *Law & Order Toronto* in February. The series is helmed by a diverse lead cast. The series is developed, produced and led by a team of women at Cameron Pictures and Lark Productions.



Breakfast Television aired a segment on the Back to Batoche Days festival, and the art of jigging.



CityNews Montreal reporter Anastasia Dextrene was on-site at the dome which hosts the Montreal's winter cricket league, and interviewed Quebec Cricket board member, Mudasser Akbar who imagines cricket being a place where everyone can come together to play.



In collaboration with **OMNI** Television, **City Vancouver** aired a 30-minute special looking at the rise of Punjabi music in Canada.

OMNI Television's Focus Chinese team worked on a profile story featuring a Chinese mother-and-daughter duo, who work in the same industry, and shared their stories and connection in career as immigrants



In support of women's hockey, **Breakfast Television** was the exclusive program in Canada to unveil the official names and logos for the 6 new teams of the Professional Women's Hockey League (PWHL), ahead of their second season.



Citytv premiered Season 3 of Canada's Got Talent in March 2024, and featured a grand-prize giveaway funded by Rogers Sports & Media, which was awarded to the Black Lake Denesuline First Nation singer, Rebecca Strong from Prince Albert, Saskatchewan.



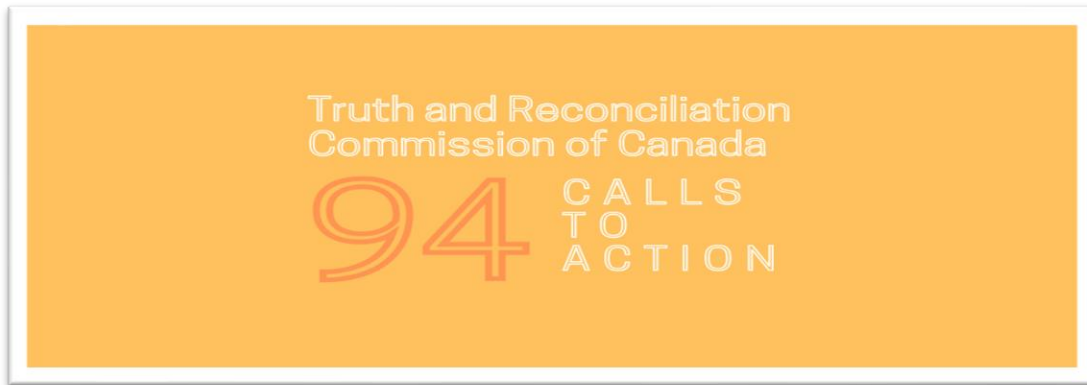
Grand Prize being awarded to Rebecca Strong by Canada's Got Talent panel judges, as well as President of Rogers Sports & Media, Colette Watson.



CityNews Vancouver explored the diverse pathways to parenthood for members of Metro Vancouver's 2SLGBTQIA+ community.



CityNews Winnipeg extensively covered the Folklorama festival at the Chinese Cultural Centre in Winnipeg.



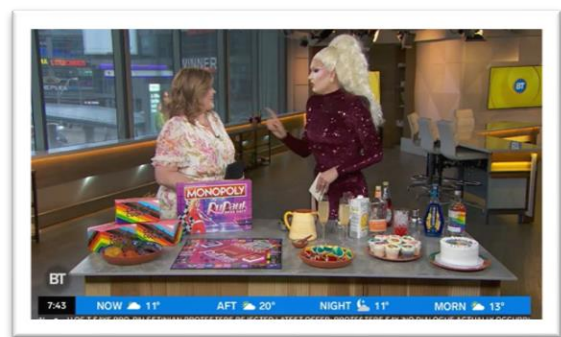
In February 2024, **OMNI's** Focus Punjabi team aired a feature on reporter Anureet's work in

translating the [94 Calls to Action in Punjabi](#). They have posted it on the NCTR website.

CityNews Montreal interviewed water polo athlete, Jason Joseph. His mission is to encourage young, black Canadians to take part in the sport.



Breakfast Television was joined by Miss Moço to kick off Pride Month with inspired food and products.





City News Calgary covered a story surrounding status card confusion in the Indigenous community. The story featured interviews with members of the community.



OMNI Television's Filipino news team reported on the IRCC's updated tourist visa policy, which ended the automatic 10-year multiple entry visa.

Land Acknowledgements

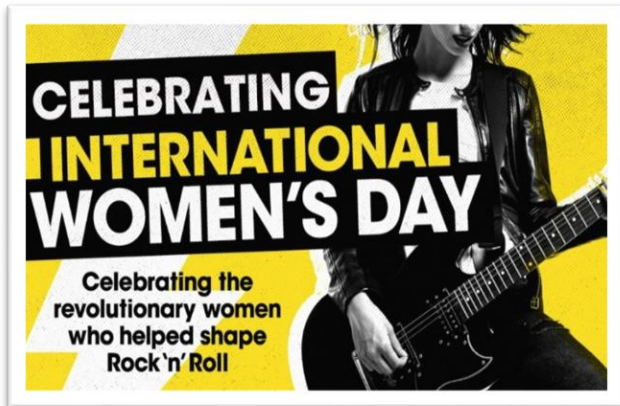
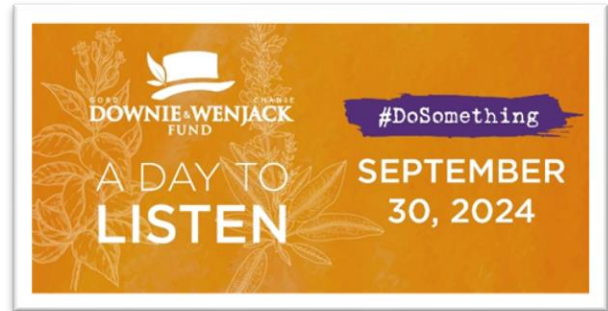
- Land acknowledgements can now be heard on over 40 **Rogers music radio stations**, in 22 Canadian cities across Canada.

Every **CityNews** newscast now includes a Land Acknowledgement at the very beginning of the show, providing context to where the CityNews station is situated.

- **OMNI** has been running Land Acknowledgements written by Young Spiritual Leader Philip Cote, and in September began airing them in third languages: Arabic, Cantonese, Italian, Mandarin, Punjabi, and Tagalog. Each of OMNI's six national news programs begin with this Land Acknowledgement. Land Acknowledgements are also read at the beginning of each OMNI Regional Advisory Council Meeting.

Radio

In September 2024, in recognition of **National Indigenous History Month**, all of Rogers Sports & Media radio stations once again joined together with more than 500 radio stations across the country in *A Day to Listen*. Stories from Indigenous leaders, residential school survivors, elders, musicians, and teachers were shared throughout Canada on that day. This collaboration in partnership with the Gord Downie & Chanie Wenjack Fund aimed to amplify, elevate, listen to, and learn from Indigenous voices.



On March 8, 2024, all Rock stations across Rogers Sports & Media celebrated International Women's Day by having on-air and online profiles of women who shaped the Rock & Roll format.

Rogers Sports & Media radio stations held various campaigns for **Black History Month** including event promotions, interviews, spotlight segment, podcasts and features of Black artists. Our News brands helped amplify Sportsnet's Black History Month coverage.



Sportsnet

Sportsnet takes its role in covering racism and other issues of discrimination within the sports world very seriously. By providing a platform for diverse voices to share their stories, Sportsnet allows athletes and all those involved in sports to bring awareness to these social injustices and to demand change. Sports personalities on all our platforms stand in solidarity with those who have been adversely affected. Below are examples of programming produced and presented by Sportsnet.



In 2024, Sportsnet continued to use its digital properties to provide extensive additional coverage of important stories related to Asian Heritage Month, Pride Month, National Day for Truth and Reconciliation, International Women’s Day, and Black History Month. Below are links to each collection:

[Asian Heritage Month](#)

[Pride Month](#)

[National Truth & Reconciliation](#)

[International Women’s Day](#)

[Black History Month](#)



Going Deep with Donovan Bennett:

Award-winning journalist Donovan Bennett and producer Shoaib Alli go deep with the biggest names in sports on how the games we love intersect with health, music, fashion, race, religion, gender, politics, and everything in between from both a national and international perspective. The show’s coverage includes diversity and inclusion-related stories, including exploring issues of gender inequality in sport, and the use of Indigenous names and logos and cultural marketing in the world of hockey.

Scotiabank Hockey Day in Canada

Sportsnet presented the Scotiabank Hockey Day in Canada, an initiative committed to making the game more inclusive and accessible by breaking down cultural and financial barriers to hockey. The event brought together diverse communities, fans, and athletes that make the sport special for Canada’s biggest single-day hockey celebration.



Professional Women’s Hockey League



In 2024, Rogers entered a multi-year partnership with the Professional Women’s Hockey League (PWHL), as their official telecommunications partner in Canada. This collaboration aimed to enhance the women's hockey experience by providing fans with exclusive content and behind-the-scenes access. Rogers supported PWHL Montreal and offered unique experiences for young girls in minor hockey programs. The inaugural game took

place on January 1, 2024, featuring Toronto vs. New York, and was broadcast on Sportsnet ONE and Sportsnet+. Throughout the year, Sportsnet aired 17 PWHL games.

We Eatin’

During Black History Month, Sportsnet hosted an engaging roundtable series called *We Eatin’*, that brought together a diverse group of athletes, performers, and media



personalities to share their insights and experiences. Among the participants were Sportsnet's own Donovan Bennet and Cabral Richards, who gathered to enjoy a meal while diving into pressing topics relevant to the Black community and sports. The discussions not only highlighted personal stories and challenges faced in their respective fields, but also aimed to promote understanding and awareness about the important issues that resonate within society today.

The series collection included episodes discussing the following topics:

- The Most Influential Black Athletes
- Black Vanguard Of Our Era
- Sports After George Floyd
- Nepotism In Sports And The Impact On Black Athletes
- Progressing Women's Hockey & Encouraging Young Girls To Chase Their Athletic Dreams
- The Importance Of Black Role Models In Sports
- Hip-Hop's Influence On Sports
- Georges Laraque And Kevin Shattenkirk On Equality In Hockey
- How Connor McDavid Changed Hockey

A few other notable features that Sportsnet has covered include:

- **Mama Mentality:** Sportsnet featured a profile on Canada Basketball senior women's national team captain, Natalie Achonwa, as she returns to the court as a working mom in the hopes of winning an Olympic medal for Canada in the summer Olympics.
- **Muslim Women's Basketball League:** Sportsnet interviewed Masai Ujiri, Vice-Chairman and President of the Toronto Raptors, to discuss a basketball clinic which took place in partnership with the Muslim Women's Summer Basketball League. Renowned female basketball stars taught this underserved population about leadership, discipline and confidence in the sport.
- **Yusei Kikuchi:** Sportsnet's Donovan Bennett interviewed Blue Jays' Yusei Kikuchi and his wife Rumi, a TV broadcaster, to discuss how they keep each other grounded in their public-facing roles.
- **The Game Is Yours:** Sportsnet featured Donovan Bennett's video essay on the contributions of the Black community to hockey's history and their importance to hockey's future
- **Why Sports Can Be A Key Component To Reconciliation:** Sportsnet's Donovan Bennett caught up with Natteal Battiste, Sara-Lynne Knockwood, Ashley Callingbull, Jarvis Googoo, Zach Whitecloud, Abby Roque, and Ryan Francis to discuss how sports is part of reconciliation, and how First Nations can showcase their talents.
- **Why Blue Jays' Berrios feels fortunate to help others:** Toronto Blue Jays pitcher Jose Berrios joined Sportsnet's Donovan Bennett to discuss his philanthropic work with his 'El Dream initiative' and the Jays Care Foundation, the highlights of helping others, who he draws inspiration from, and more.
- **Hockey Night In Canada: Punjabi Edition:** Every Saturday night, OMNI Television broadcasts Hockey Night in Canada: Punjabi Edition, a collaborative effort between Sportsnet and OMNI TV aimed at reaching the growing Punjabi/ South Asian community in Canada.
- **Hockey in Cree:** Sportsnet partnered with APTN in an initiative to broadcast Hockey Night in Canada with play-by-play in Plains Cree.

CityNews

The logo for CityNews, featuring the word "City" in a bold, sans-serif font and "News" in a bold, italicized, sans-serif font, both in black.

CityNews and our news radio stations play a crucial role in bringing our audiences stories that reflect their diverse backgrounds and report on the issues that matter most to them. While putting together these important stories, our news teams ensure that diversity is reflected in all aspects of our news coverage, from our on-air hosts to the people we interview and the experts we consult. The goal is to seek input from individuals from broadly diverse cultural and professional backgrounds on a wide variety of issues.

In 2024, in accordance with the extensive diversity training for all Rogers Sports & Media on-air staff which took place in 2022, the stations were required to submit audits of their newscasts to generate regular reviews of the amount of diversity present in our stories and expert voices. These audits remain a standard requirement for all stations, along with the required completion of the Diversity, Equity, Inclusion and Belonging (DEIB) online training courses.

NewsRadio

Examples of the many diversity-related news stories broadcast on our various NewsRadio stations include the following:

- The Mike Farwell Show interviewed Barbara Perry, Director at the Centre on Hate, Bias and Extremism, Ontario Tech University to discuss the concerns of hateful racism following an Ontario woman's rant about people from India.
- NewsRadio aired a story about the Helen Keller centre, the new building for deafblind people, providing affordable and accessible housing to over 56 deafblind people. The project was aimed to address the significant housing shortage in the province, specifically for the nearly two hundred and fifty thousand deafblind people in Ontario.

- The Todd Veinotte Show interviewed Stacey Gomez, Executive Director at the Centre for Migrant Worker Rights Nova Scotia. The segment discussed the rise of racism toward migrant workers in N.S. due to misinformation surrounding housing and jobs.
- NewsRadio aired a story surrounding the ruling by Toronto’s Ombudsman following the City’s decision to stop allowing refugee claimants to access its shelter beds.
- NewsRadio aired a story surrounding the Assembly of First Nations, and a special meeting held in Ottawa to discuss systemic racism in policing.
- Kevin Misener was live at Nathan Phillip Square on National Day for Truth and Reconciliation to attend a sunrise ceremony.

Frequency Podcast Network - Africville Forever



In 2024, NewsRadio promoted the podcast “Africville Forever” through the Frequency Podcast network. NewsRadio hosted the podcast through their Simlecast platform which routed listeners to the full podcast on Apple Podcast.

“In 1969, the last home in the black community of Africville was flattened. The bulldozer was hired by a city that had schemed to claim this valuable land for generations. In this series, we tell the story of this unique and beautiful place. Born out of adversity, it thrived as a safe haven for people of African descent in Canada. Back

for a second season, we tackle the crucial question: how do we rebuild after destruction? If you care about racism, displaced peoples and social justice, then you need to know the story of Africville Forever. Hosted by Eddy Carvery III & Alfred Burgessson. A Podstarter production for Frequency Podcast Network.”

City Saskatchewan Educational Channel

City Saskatchewan ensures diversity and inclusion are part of its educational programming. Some notable diversity- related programming initiatives are:

Children's and Preschool Content:

Chums: Guided by the wisdom of Mother Earth, a young girl and her new group of animal friends embark on adventures on Turtle Island that teach them about their relationships with each other, with other animals and with their environment.

Stories of the North: Through a mix of live action and animation, a Mooshum teaches his granddaughters Cree words through traditional stories, merging education with Indigenous language development interactively and authentically.

Why Am I? An animated series that teaches diversity through learning about different animals and their characteristics. Series is made with an Indigenous female co-producer and performer

Documentary Content:

Flat Out Food: Hosted by author and journalist Jenn Sharp, this series teaches viewers about unique Saskatchewan ingredients while exploring their journey from the field to the plate.

Guardians of the North: A series that follows wildland firefighters in Saskatchewan's Indigenous and northern communities. The team sees themselves as Guardians, not just of human life, personal property, and natural resources, but also of traditional communities, hunting grounds, and a way of life.

Paramedics: Emergency Response: Follows select teams of EMTs at Saskatoon's Medavie Ambulance as they respond to 911 calls ranging from minor mishaps to the life-threatening. One of lead characters is a female primary care paramedic, and off screen, producer and other crew are in part comprised of visible minorities and women.

Shadow of: Métis writer Trevor Cameron leads series discovering the legacies of four of Saskatchewan's Indigenous historical figures: Jim Brady, Mary Ann Lavalleé, Édouard Beupré, and Mary Greyeyes.

Interstitial Content:

City Saskatchewan produces interstitial segments that highlight and discuss matters affecting the diverse communities throughout the province such as:

- Saskatchewan Culture Days
- War Amps

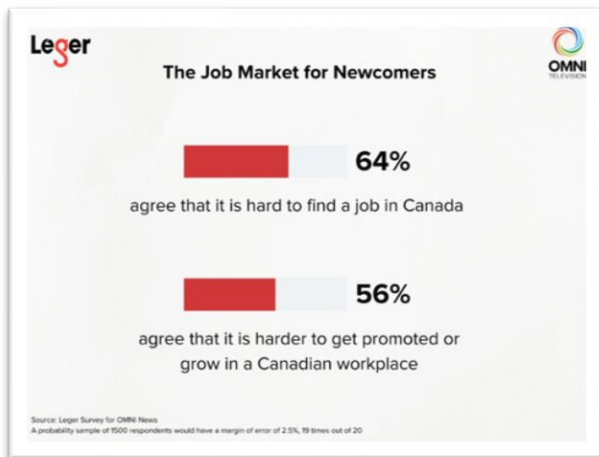
- Multicultural Council of Saskatchewan

OMNI Television

OMNI Television is Canada’s only multilingual and multicultural television broadcaster dedicated to meeting the needs of the communities it serves. OMNI TV is defined by a strong commitment to multiculturalism and diversity and offers a wide range of ethnocultural and third-language programming to the country’s diverse communities.

As a multicultural/multilingual broadcaster, OMNI TV has a focused mandate to reflect diversity to its audiences. OMNI TV offers a wide range of locally produced and acquired programming, including daily national news in Cantonese, Mandarin, Punjabi, Italian, Arabic and Tagalog, current affairs programming, scripted dramatic programming, and a special partnership with Rogers Sportsnet to present *Hockey Night in Canada* in Punjabi. OMNI TV has also partnered with ICI Television to better serve Quebec’s diverse communities.

OMNI TV also funds the production of Canadian documentaries and dramas through its commitment to Programs of National Interest (PNI). These funding mechanisms have fostered the grassroots development of Canadian television producers of ethnocultural content by providing them with a unique opportunity to further develop their skill sets through involvement in large-scale production projects. In our view, this is precisely the kind of production opportunity that leads to broader and more diverse productions.



In Fall of 2024, OMNI commissioned a second poll through Leger seeking input from immigrants, both recent and settled, on whether the “Canadian Dream” they had hoped for lived up to their expectations. This information was turned into a mini-series created for our third-language newscasts, as well as 4 specials in Cantonese, Mandarin, and Punjabi and Tagalog. The poll surveyed 1500 immigrants from across the country and revealed that many newcomers have shifted their political views since arriving in Canada. While the idea of moving here initially seemed

appealing, many have faced challenges related to living costs, government policies, and achieving personal success.

The themes covered in the poll included:

- Shifting political allegiances
- International students and immigration

- The increasingly distant Canadian dream, and how home ownership plays a big role in it
- Dissatisfaction with the approach to the situation in the Middle East
- Barriers to success

Independent Programming

OMNI Television also airs the following Independent Productions in their respective languages:

OMNI 1

Canada Latino Show	Spanish
JWeekly Canada	English / Hebrew
Caribbean Vibrations	English
Croatica TV	Croatian
EL Break TV	Spanish
Eltv presents	Azerbaijani
Ghanacan TV	Akan
Hispanic Roots	Spanish
Kontakt - Next Gen!	Ukrainian
Kontakt	Ukrainian
Lehen Malti	Maltese
Macedonian Heritage Hour	Macedonian
Mag TV	Hungarian
Magyar Képek TV (Hungarian Picture)	Hungarian
Nash Dom (Our Home)	Russian
Noi Români	Romanian
Nor Hai Horizon	Armenian
Nos Portugueses	Portuguese
Nova Vize	Czech
Ondes Africaines (African Waves)	French African
Pasqyra Shqiptare (Albanian Reflections)	Albanian
Planet Africa Television	English
Serbian Toronto TV	Serbian
Slovenský Svet (Slovak World)	Slovak
Star Foodies	Greek
TMTV: Centre Stage	English
TV Vestnik.ca	Russian
ФОРУМ (Forum TV)	Ukrainian
Wazobia TV	Yoruba

Canada Latino Show	Spanish
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OMNI 2 / OMNI East

Arirang Korea	Korean
Bangla Television	Bangla
Front Page Philippines	Tagalog
Hawa Toronto	Arabic
Kala Kavaya (Cultural Circle)	Sinhalese
Keraleeyam	Malayalam
Kya Baat Hai!	Hindi
Muuqaalka Soomaalida	Somali
New Canadians	English
New Perspective Ethio	Amharic
Oxygen With Ramy	Arabic
Pasargad Today	Iranian/Farsi
Iran Zameen	Iranian/Farsi
Saat Rang	Urdu
Ascend 2	Mandarin
Salam Indonesia	Indonesian
Sunshine Television	Telugu
TurkuazTV	Turkish
TV Việt Tiên	Vietnamese

OMNI Prairies

The Phina Show	Pidgin English
Calgary Vietnamese Television	Vietnamese
Conéctate con Nash	Spanish
CMC TV	Mandarin
Island Tea with Althea	Creole & PidginsEnglish
Pinoy TV Alberta	Tagalog
Pinoy TV Ngayon	Tagalog
The Israr Kasana Show	Urdu
The Selim Reza Show	Bengali
Adehyeman TV	Twi
Alberta KONTAKT	Ukrainian
Sariling Atin	Tagalog
Somalis in Alberta	Somali
Parwaaz	Punjabi
Viet TimeTV	Vietnamese
Wow Pinoy	Tagalog

OMNI PACIFIC

Caravan TV	Afghani
Desi Close Look	Punjabi
Fiji in Focus	Hindi
Nikkei TV	Japanese
Parvaz TV	Farsi
Philippine News Canada	Tagalog

Pillar 4 - Mentorship and Sponsorship

Pillar 4 of the **All IN** plan is designed to give young people from equity-seeking communities (both from inside and outside of Rogers) the tools, support, and resources to successfully enter and advance in the sports and media industry. The following are scholarships that were awarded in 2024:

- **The OMNI Television Awards:** The BCIT Foundation awarded two students The OMNI Television Award, one in Graphic Design for \$1635, and the other in Design Essentials for \$1616.
- **OMNI Regional Scholarship:** As part of an ongoing commitment, OMNI Television awarded \$20,000 in scholarships this past year to post-secondary students across Canada who are pursuing careers in ethnic and third-language journalism. Scholarships of \$2000/each were awarded to applicants in the following regions: East (5 winners), Prairies (3 winners), Pacific (1 winner) and Quebec (1 winner).
- **College of Sports Media Scholarships:** Four scholarships of \$2500 were distributed to students studying radio broadcasting using Canadian Content Development funding from our radio division. Criteria for recipients are based on overall scholastic achievement and representation from diverse backgrounds.
- **Rogers Indigenous Film Fund:** Roger Group of Funds collaborated with Creative BC to create opportunities for Indigenous filmmakers and remove barriers to equitable funding. Creative BC awarded its third round of funding to 11 new filmmakers, with grants up to \$20,000 to support early project development work. To date, 52 Indigenous storytellers in B.C. have received funding.

Pillar 5 - Hiring and Career Advancement

Pillar 5 of the **All IN** initiative aims to build programs and recruitment strategies to improve diversity at all levels of the organization, including leadership positions.

Hiring Strategy

Rogers Sports & Media implements best practices from our **ALL IN** hiring campaign to ensure that our hiring practices are inclusive. As part of the ongoing efforts of the campaign, we continuously revamp the ways we attract, recruit, and select talent. For example, job descriptions are constructed using gender-neutral language, and our recruitment teams amplify job postings to job boards such as HireBIPOC, LimeConnect, Indigenous link and others. The interview process is regularly updated to ensure that job interviews consist of a diverse hiring panel, and that structured interview guides are used to reduce bias.

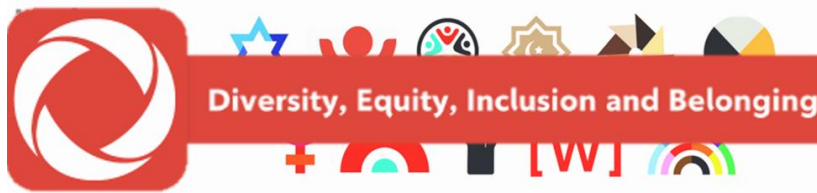
Sportsnet BIPOC Sports Media Onboarding

The sports media industry lacks diversity both in-front and behind the camera, partially due to barriers to entry that face equity-seeking communities. To address these barriers, Sportsnet developed an intensive training/development opportunity for young BIPOC persons looking to enter the sports media industry.

Sportsnet hosts an annual series of skill-building and networking workshops for a select group of young BIPOC professionals and students from across Canada. The workshops consist of 60–90-minute weekly information sessions over 8–10 weeks, in which industry leaders and key internal talent provided specific lessons and insights into their careers and core areas of expertise. At the end of the workshops, participants are connected with key hiring managers to develop ongoing relationships and mentorship to assist in career placement.

As part of the program, mentees are also provided the opportunity to apply for paid summer internships in their mentorship year with the hope of securing long-term employment in their chosen career path. In 2024, 10 students joined the mentorship program. Among active participants and alumni, five went on to hold paid roles in Sportsnet in 2024.

Building Inclusion Across Rogers Communication Inc.



RCI Diversity, Equity, Inclusion and Belonging Strategy Update

We all bring something different, and together, we make an impact for the customers we serve.

Diversity, Equity, Inclusion and Belonging (DEIB) remains a critical element of our HR Plan. In 2015, we laid a strong foundation with our first formal Inclusion and Diversity Strategy and saw the impact of our efforts through increased engagement and improved representation. In 2020, with input from our team members, we updated the Inclusion and Diversity Strategy to accelerate our progress.

Diversity, Equity, Inclusion and Belonging Strategy

We believe that each team member brings something unique, and together we make an impact for the customers and communities we serve. Our commitment is rooted in our five-year Diversity, Equity, Inclusion and Belonging (DEIB) Strategy, which focuses on driving meaningful change for equity-deserving groups with actions tied to our strategic pillars of **People, Customer, and Community**. Under the three pillars, we have four pathways for action:

1. Embed inclusion into our Employee Experience.
2. Broaden our talent pipeline and increase leadership and team diversity.
3. Partner with communities to foster inclusion and address inequalities.
4. Create a customer experience that reflects and supports the diverse needs of all Canadians.

The strategy is championed by our DEIB Council comprising business leaders and 11 volunteer Diversity Groups representing various communities. We amplify leadership accountability through Diversity Dashboards that provide leaders with a view of their team diversity data to help inform the specific actions needed to deliver against our representation goals.

Below you will find the 2024 highlights for each of our three strategic pillars.

Note: Our definition of equity-deserving groups includes Black, Indigenous peoples, people of colour, persons with disabilities, 2SLGBTQIA+, and women.

People

- Conducted third-party comprehensive review of our people practices, including talent policies and procedures to help inform our next DEIB Strategy.

- Held information sessions at colleges to showcase career paths within Rogers and provide coaching on resume writing and interviewing.
- Added pronoun-sharing option in our applicant tool, helping recruiters and hiring managers refer to candidates accurately and respectfully throughout the recruitment process.
- Competency-driven talent profiles, phone screening interview guides and interview best practice sessions were created for targeted lines of business.
- Established partnerships with community organizations such as Jakes House and Ready Willing and Able to widen the talent funnel.
- Held a training for recruitment on neurodiversity and Indigenous recruitment.
- Established a process to identify potential Indigenous candidates for specific Indigenous positions such as the Roger's Indigenous News Team.
- Held a three-part Anti-Racism training covering the topics of oppression, discrimination and racism in the workplace.
- Implemented leadership development and sponsorship programs empowering Women and Black talent to excel while creating a robust pipeline of leaders into executive roles.
- Hosted group mentoring pilots to support the professional development and networking of women in Retail and Persons with Disabilities within the employee-led Rogers AccessAbility Network.
- Delivered on our accessibility commitments for our people, including accessibility training for our Brand team, new accessible templates, and commitment to design key internal communications with accessibility in mind.
- Created an Outlook add-on to help team members learn and accurately pronounce names with accompanying video podcast exploring the significance of names.
- Fulfilled our commitment of building 5 Downie-Wenjack Legacy Spaces in collaboration with Indigenous community members, with the latest additions to our Moncton and Calgary offices.

Community

- Supported the Indigenous Screen Summit Pitch Forum to provide opportunities for Indigenous creators to bring their ideas to the national stage.

- Invested in equity-deserving owned businesses through the Supplier Diversity Program to generate wealth and employment in various communities.
- Provided educational and mentorship opportunities to youth through Ted Rogers Scholarships, Ted Rogers Community Grants and Jays Care Foundation programs.

Customer

- Supported eligible individuals and families on social assistance programs with high speed, low-cost internet, GTV bundles and mobile plans through “Connected for Success”.
- Invested in networks to connect Indigenous communities and bridge the digital divide.
- Implemented the ‘We Speak Your Language’ program, allowing us to serve customers in over 100 languages at our retail stores.

Diversity, Equity, Inclusion and Belonging Council (DEIB Council)

The Rogers DEIB Council is comprised of business leaders and 11 volunteer Diversity Groups representing various communities that oversee the development of our DEIB strategy and lead the direction of our efforts to foster an inclusive culture that embraces the benefits of our diversity.

Diversity Groups

Our employee-led Diversity Groups play an important role in shaping an inclusive workplace at Rogers. The groups collaborate to arrange educational events, skill-building opportunities, and community sponsorships. Their goal is to facilitate the attraction, development, and engagement of these distinct groups within the organization. Supported by the DEIB Team and the DEIB Council, Diversity Groups benefit from access to expertise and financial resources, empowering them to drive initiatives that align with our DEIB strategy.

Indigenous People’s Network



The Indigenous People’s Network (IPN) helps engage, inspire, and support Indigenous employees and allies while building an inclusive culture by removing barriers that traditionally strained relations between Indigenous communities and non-Indigenous organizations.

Key initiatives in 2024:

- **National Indigenous People's Day:** Commemorating National Indigenous Peoples' Day with tailored initiatives for Indigenous peoples and the broader organization. Indigenous employees came together to celebrate resilience, ceremony and culture with an Elder blessing, Indigenous made food, and community. The broader organization participated in learning opportunities to understand Indigenous people through their cuisine as multiple campuses offered Indigenous inspired menus to celebrate National Indigenous Peoples' Day.
- **Gord Downie & Chanie Wenjack Fund:** New legacy Spaces in Moncton and Calgary were built in partnership with the Gord Downie & Chanie Wenjack Fund, and teams across the business to honour Indigenous culture, art and ceremony. Indigenous artists, Elders and members of the Downie and Wenjack families joined opening ceremonies to celebrate our next step towards Truth and Reconciliation.

Spectrum



Spectrum is a dedicated space for anyone who identifies as lesbian, gay, bisexual, trans, queer, two-spirit + and Allies to connect, share and engage while raising awareness and promoting 2SLGBTQIA+ education and activities.

Key initiatives in 2024:

- **Pride:** Pride celebrations across the country from June to September, including an all-employee event kicking off Pride and followed by 11 Pride Parades across the country alongside our 2SLGBTQIA+ employees and community members.
- **2SLGBTQIA+ Mentoring Circles:** Mentoring circles for the 2SLGBTQIA+ community to create opportunities for peers to share their experience and learn from one another.
- **Rainbow Railroad and Support Our Youth (SOY):** Giving back to the community with donations to Rainbow Railroad and Supporting Our Youth (SOY) organization, profiling the organizations, offering mentoring and coaching to 2SLGBTQIA+ youth and participating in SOY's Trans Career Fair.

Mosaic



The Rogers Mosaic team supports People of Colour employees focusing on education, open dialogue, and community to create the best opportunities and experiences for our employees and customers.

Key initiatives in 2024:

- **Roots of Carnival:** Roots of Carnival hybrid event offering an educational journey to learn more about the history of the Caribbean Carnival (popularly known as Caribana) and its deep roots with Emancipation Day.
- **Diwali:** Diwali celebrations in partnership with RPAN, where employees came together for an afternoon of creativity, connection, and celebration, including henna and a photobooth to capture memories.

Rogers Black Leadership Council (BLC)



The Black Leadership Council (BLC) is a nationally connected group of Black team members from across the business who stand up against racism and advocate for the recruitment, retention, and career advancement of Black employees.

Key initiatives in 2024:

Unapologetically Black: Encouraging learning, introspection and empathy towards the Black experience with a two-part Unapologetically Black event series. The first event included a panel discussion between Donovan Bennett from Sportsnet and renowned Canadian athletes Saroya Tinker and Dwayne De Rosario who discussed racism in sport while also commemorating the anniversary of George Floyd's murder. The second event titled "Cheque Your Privilege" with Roger's CEO Tony Staffieri, created a space for team members to reflect on their own privilege and how they can support and uplift marginalized communities.

Black History Month: Commemorating Black History Month with an all-employee event featuring a fireside chat with the Honourable Greg Fergus, Speaker of the House of Commons of Canada, moderated by BLC members.

Eva's Place and North York Food Bank: Volunteering with Eva's Place Youth Shelter and the North York Food Bank.

Rogers Pan Asian Network



The Rogers Pan Asian Network (RPAN) supports employees with Asian heritage and allies, focusing on education, mentorship, and community.

Key initiatives in 2024:

- **Asian Heritage Month:** Honouring the vibrant cultures, traditions, and contributions of Asian communities across the globe as part of Asian Heritage Month. Series of events throughout the month including fitness classes, Asian-inspired dishes at Rogers' cafeterias, and a screening of Hatsumi.
- **Lunar New Year:** Lunar New Year celebrations with a hybrid event giving thanks to ancestors and featuring a lion dance, traditional papercutting and cooking demo.
- **Mentoring Circles:** Mentoring Circles led by Senior leaders to support the growth and development of Pan Asian employees.

RISE for Women (incl. Rogers Women of Colour and Rogers Women in Technology)



RISE for Women supports women at Rogers with a focus on networking and personal and professional development to foster leadership potential and help increase the representation of women across all levels at Rogers.

Key initiatives in 2024:

- **International Women's Day:** Celebrating International Women's Day and bringing this year's theme of "Inspire Inclusion" to life with a panel discussion between women vice-presidents at Rogers and guest panelist Fennella Bruce from Media FKB Media Solutions. The event encouraged everyone to recognize the perspective and contributions of all women, including those from marginalized communities.
- **Panel Discussion:** Encouraging mentorship, sponsorship and networking for women of colour through a two-part event featuring a panel discussion with three vice presidents (men and women) as well as networking opportunities with senior leadership following the event.
- **Women of Colour Awards:** Recognition Awards to recognize the accomplishments of Women of Colour and increase their visibility across the organization.

- **Women in Technology:** Career Goals and Development Networking Event for Women in Technology to learn from industry leaders and experts and form new mentoring relationships.

Rogers Jewish Community (RJC)



The RJC celebrates, respects, and honours the shared heritage of Rogers' Jewish team members and enables greater understanding of Jewish culture, traditions, and values among all Rogers team members.

Key initiatives in 2024:

- **Jewish New Year:** Rosh Hashanah celebrations to ring in the Jewish New Year and share in culture by handing out apples dipped in honey representing hopes for a sweet year.
- **Holocaust Remembrance Day:** Commemorating Holocaust Remembrance Day (Yom Hashoah) with a live broadcast of the Toronto Holocaust Museum (THM) and panel discussion with Holocaust survivors.

Rogers AccessAbility Network (RAAN)



The Rogers AccessAbility Network (RAAN) empowers employees with visible and invisible disabilities to achieve professional and personal growth, and advocates for the removal of barriers to accessibility for employees, customers, and community by sharing lived experiences and open dialogue.

Key initiatives in 2024:

- **National Disability Employment Awareness Month:** Honouring National Disability Employment Awareness Month with a virtual panel discussion showcasing the positive experiences of current employees at Rogers who identify with a disability while educating employees on how to access support.
- **National AccessAbility Week:** Commemorating National AccessAbility Week with a panel event to discuss the organizations' progress on its Accessibility commitments as well as hear from employees and teams on how to navigate one's accommodations journey.
- **Group Mentoring Program:** Launching a group mentoring program to facilitate professional and personal development and networking amongst RAAN members,

Rogers Muslim Community (RMC)



The Rogers Muslim Community builds engagement and creates a sense of belonging by creating an environment where Muslims feel comfortable bringing their full selves to work while also advocating for allyship and social injustices, allyship, professional development, and social injustice awareness.

Key initiatives in 2024:

- **Eid-Al-Adha:** Celebrating Eid-Al-Adha, the feast of sacrifice, with an event featuring spiritual songs and a recitation of the Quaran, with additional learning opportunities for all employees to understand the significance of reflection, prayer and giving back during this key day of observance.
- **Group Mentoring Program:** Launching a group mentoring program to support career development, skill-building and personal growth in a collaborative and supportive space.

Accessibility

Rogers Sports & Media ensures our content is accessible to people who are blind, partially sighted, deaf, deafened or hard of hearing via the provision of closed captioning and described video. In 2024, Rogers published our first Progress Report on our Accessibility Action Plan, in accordance with the Accessible Canada Act. Within that report, Rogers Sports & Media provided updates on the audits conducted of our broadcasting websites to identify gaps in WCAG 2.1 standards, including the availability of described video for online audio-visual content. Updated information for 2024 will be provided in the 2025 Progress Report.

Accessibility information for Rogers customers, including accessibility feedback, can be found [here](#).

Recognized and Awarded



Women in Communications Technology Leadership Excellence Awards:

Each year, the Women in Communications and Technology (WCT) Leadership Excellence Awards honours outstanding women in the industry from across Canada. We are proud to celebrate the achievements of two women leaders at Rogers who were recognized with an award at this year's WCT Awards. Their efforts play an important role in our journey to creating an inclusive workplace where everyone feels they belong.

- **Sharon Hinds**, Manager, Revenue Operations, won the Trailblazer Award, which honours women who have created their own career path in professions where women are absent or underrepresented. Sharon has been instrumental in advocating for a culture at Rogers where Diversity, Equity, Inclusion and Belonging (DEIB) principles are top of mind. She fearlessly champions conversations around embedding DEIB into our policies and practices. As a Black professional woman, she is a driving force to validate all efforts to creating a more equitable, inclusive workplace where everyone feels like they belong.
- **Emily Smith**, Senior Legal Counsel, Content Acquisition and Distribution, won the WCT Leader of the Year award, which is awarded to a woman who has made exceptional contributions to the organization in which they work, including helping to shape the experience of future women leaders. Emily dedicates her time to the mission of advancing the careers of women at Rogers and in the workplace as a whole. She currently serves as a mentor in the Women in Communications and Technology's mentorship Pods program and as a board member at the [WCT-GTA](#) chapter.

- **Excellence in Media Award:** Ron Gagalac from OMNI Television received the Excellence in Media Award, which recognizes an individual who has demonstrated outstanding achievement in the field of Mass Media.



- **RTDNA Award:** Caryn Ceolin received the RTDNA Award (Feature News/Large Market) for her work in identifying Indigenous graves at forgotten Toronto cemetery.

- **The Canadian Podcast Awards:** Going Deep with Donovan Bennett received the award for Outstanding Sports Series.



- **75 Faces of migration:** OMNI Filipino journalist, Rhea Santos was named one of the 75 Filipinos in Canada to be part of "75 Faces," a project highlighting the stories of 75 Filipino-Canadians and Filipinos in Canada and their migration journeys. This is a joint project of the Embassy of Canada in the Philippines and the Philippine Embassy in Canada to celebrate the diplomatic ties between the two countries.



- **Black Diamond Awards:** Sportsnet's Donovan Bennet received the 2024 Black Diamond Award



- **Amnesty International Canada 2023/2024 Media Awards:** Donovan Bennett received the Media Award for Short-Form Video for his work on “‘Turn that violence into art’: Natteal Battiste on the transformative power of boxing,”

Looking Forward to 2025

Rogers Sports & Media looks forward to building on our commitments arising from the acquisition of Shaw Communications Inc., including by continuing to build our Indigenous News Team and expanding our pool of Indigenous Community Ambassadors. In 2025, we will also provide updates on our six new discretionary services: Bravo, Discovery, Investigation Discovery, Magnolia, Food Network and HGTV.

Rogers is extremely proud of what has been achieved to date and we look forward to sharing how we have continued to improve in 2025.

END OF DOCUMENT