



Annual Cultural Diversity
Report
January 30, 2026

ROGERS
Sports & Media



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

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Introduction

Rogers Sports & Media is proud to submit our 2025 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, and *Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators*, as well as the additional reporting requirements established for Rogers following our acquisition of Shaw in 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).

Who We Are

Rogers owns the following sports and media properties:

- 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);
- 49 radio stations across Canada;
- The Toronto Blue Jays franchise and stadium (Rogers Centre); and
- 75% Ownership of Maple Leafs Sports & Entertainment (MLSE).

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.

As reported in Rogers' 2024-25 Broadcast Year *Shaw Incrementality Report* - filed with the Commission November 28, 2025 in accordance with Broadcasting Decision CRTC 2022-76, *Shaw Communications Inc. - Change of ownership and effective control* - the Shaw local expression funds represented \$9.2M in support for news programming in 2024-25. This is significantly less funding than what was considered during the Rogers/Shaw transaction and is expected to further decline. As a result, the incremental benefits arising from the local expression redirection, that the above reporting requirements are intended to detail on an annual basis, have been realized. While Rogers will continue to report on the activities of our Indigenous news content team and Western Canadian journalists at Parliament Hill, we do not expect to grow our investments beyond what is in place now given the decline in local expression funding.

The 2024-25 *Shaw Incrementality Report* provides quantitative details on our Indigenous news team as part of the larger report on the number of journalists employed by Citytv. As that report indicates, our Indigenous news team has representation in Toronto, Montreal, Winnipeg and Edmonton. Citytv continued to actively recruit for two more permanent members of our Indigenous news team in 2025 but to date has been unable to fill those positions.

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

Indigenous News Team

The CityNews Indigenous news team continues to improve CityNews editorial content as a whole. Increasing the number of Indigenous journalists in our newsrooms and ensuring those journalists have a voice in our editorial process has improved the wider team's understanding of Indigenous issues in Canada and has brought Indigenous stories to air that CityNews may otherwise not have had access to.

For example, in Edmonton the CityNews team was given special access by the family of Indigenous teen Samuel Bird who went missing and was later found deceased. In addition to our daily coverage of the search for Samuel Bird and his death, our team also produced a Prime Time Special on the topic (detailed in the 2025/25 *Shaw Incrementality Report*). Our Indigenous news team reporter in Edmonton is also assigned to cover the Alberta Legislature and is one of very few Indigenous reporters covering politics in Canada on a daily basis, where he brings a unique Indigenous lens to the stories he covers.

In Winnipeg, our reporter identified and produced a story on a crisis of Missing and Murdered Indigenous boys in the community, an issue often overshadowed by the focus on Missing and Murdered Women and Girls. In Toronto, our reporter covered another often-overlooked story about Indigenous people who fought in Canadian military campaigns. In Montreal, our reporter covered Indigenous opposition in Quebec to the national pipeline project.

Examples of these stories include:

- [Dozens March the Streets of Winnipeg to Raise Awareness for Murdered and Missing Indigenous Men and Boys](#): May 13, 2025
- [Ottawa Trying to Kickstart Indigenous Economy With \\$5.9M Investments in 7 Projects](#): August 20, 2025
- [Indigenous Groups in Quebec Concerned by Potential Pipeline Project](#): June 2, 2025
- [Mother of Missing Edmonton Teen Bracing for Focused Police Search Near Carrot Creek](#): October 10, 2025
- [Proud Legacy of Indigenous, Metis, and Inuit Service in Canadian Armed Forces](#) : Nov. 7, 2025
- [Prime Time Special on Missing Edmonton Teen, Samuel Bird](#): Dec. 8, 2025

Indigenous Mentorship

As part of our commitments in the Rogers/Shaw transaction, RTV, Rogers' community tv channels, committed to developing and nurturing mentorship opportunities for Indigenous content creators across our community tv footprint. We have taken a number of steps to advance this commitment by:

- Engaging with local Indigenous communities
- Raising awareness of opportunities and resources available at the community channel; and
- Identifying and removing barriers to access

Expanding Awareness

In 2025 we took important steps to increase outreach and engagement with Indigenous communities by actively promoting access to the Indigenous communities we serve. For example, in the summer of 2025, in a focused effort to reach Indigenous communities in Western Canada, RTV purchased advertising on Indigenous-owned media to promote access opportunities, taking out radio and print ads with three local Indigenous-owned media companies. The campaign was launched in June to

coincide with National Indigenous History Month and prominently featured artwork licensed from Justine Proulx, a Métis tattooist and mural artist.

RTV also sponsored the Annual Indigenous Youth Forum for the second year running, staffing an information table at the event and distributing information about how conference attendees can partner with community channels to develop and broadcast their stories.

Increasing Engagement

We are very pleased to report that RTV's outreach initiatives have increased the number of Indigenous volunteers across RTV, who have received media training and talent development as a result and, in one case, already gone on to a professional role in media.

In another important example, as a direct result of outreach activities by one of our Indigenous Community Ambassadors, a new public affairs series called *Treaty 1 Today* premiered on Rogers tv Winnipeg in July of 2025. RTV has also continued to expand the Indigenous programming offered on our community channels in other ways, such as licensing the National Film Board documentary *Feather Fall*, produced by Indigenous journalist Ossie Michelin, which aired across all RTV channels in 2025 with repeat airings in New Brunswick in September ahead of National Truth and Reconciliation Day.

Additionally, RTV producers engaged with local Indigenous leaders for a unique National Truth and Reconciliation Day special titled *The Path We Walk*. This two and a half hour special featured full-length interviews with Indigenous representatives from 14 RTV markets coast to coast who spoke about different aspects of the truth and reconciliation process and stressed the importance of having the dialogue. In fact, since merging with Shaw in 2022, total hours of first-run Indigenous programming have increased approximately three-fold between 2022 and 2025, from an average of 141 hours in 2021 to 329 hours in 2025.

Reducing Barriers

Outreach efforts are clearly yielding positive results when it comes to attracting new access content, as the above examples illustrate. RTV has been actively seeking ways to identify and reduce existing barriers to Indigenous content creation, such as making studio space available for Indigenous creators. In 2025, RTV Winnipeg provided the studio space for the Manitoba First Nation Education Resource Centre to produce their Indigenous language learning videos, resulting in professional-quality content that can be shared to other broadcast outlets beyond RTV. In fact, RTV was able to accept all access proposals from Indigenous content creators in 2025 by ensuring production barriers were removed.

As a result of these efforts, RTV is also seeing an upward trend of unassisted access submissions for Indigenous content. Of all the Indigenous programming aired on RTV between September 2023 and June 2024, 70% was unassisted access content. During the same period in 2025, unassisted access content levels increased to 82%, again demonstrating results in decreasing barriers to access.

Western Canada Reporting from Parliament Hill

In 2025 CityNews hired a second reporter for Ottawa's Parliament Hill, further enhancing our coverage of national political stories and fulfilling our commitment to "add 2 Western-based journalists to CityNews' Parliament Hill team."¹ This addition allowed our new Western Canada streaming channels to continue to highlight political issues relevant to the region.

Our Western Canada Parliament Hill team enabled CityNews to highlight distinctively Western issues in Ottawa, asking questions of parliamentarians that are specific to Western Canadian concerns such as how the Trump tariffs affect softwood lumber and the oil and gas industry. To our knowledge, CityNews is the only Canadian news outlet bringing a specifically Western-focused view to coverage in Ottawa.

Growing Investment in Western News Markets

In 2025 Rogers Sports & Media further expanded our 24/7 digital news service to two more markets in Western Canada (Vancouver and Alberta), allowing us to deliver even more local news to those communities. This expansion fulfills our commitment to create a Western-focused news service and builds on our commitment to provide a constantly updated curation of top news stories from Western markets, providing Canadians with greater access to the latest news and information from a trusted and reliable Canadian digital news source and growing the presence of a strong and diverse editorial voice in the West.

Please see the 2024-25 *Shaw Incrementality Report* for more details on the above.

¹ See Rogers Response to CRTC Undertakings, #6, 29 November 2021.

Community

In 2025 Rogers Sports & Media continued to advance our diversity goals by supporting community organizations locally and regionally; including the following highlighted activities:

NPower Canada

Rogers Sports and Media launched a media campaign in 2025 to support the national employment program, NPower Canada, and its mission of creating economic pathways for underserved youth and adults by launching them into sustainable digital careers. The campaign focused on promoting accessibility for equity-deserving communities, including Black, Indigenous, People of Colour, individuals with disabilities, women, and 2SLGBTQIA+individuals, as well as NEET (Not in Education, Employment and Training) and newcomer youth. Rogers acted as a media sponsor by promoting the program through Television commercials, radio spots and digital advertisements.

Black Diamond Ball

The 2025 Black Diamond Ball, Toronto's signature event for Black History Month, celebrated the achievements of Black Canadian icons in various fields. In partnership with ArtXperiential Projects, Rogers Sports & Media supported the event through Television and radio commercials for broad and local engagement, as well as digital commercials. On March 2nd, 2025, Citytv re-broadcast the event in a 60-minute national program.

OMNI Television Community Involvement

OMNI Television proudly supports Canada's growing diversity and dedicates time and resources to building and nurturing relationships with community-based ethnic organizations. Our OMNI Television stations actively pursue sponsorships and event opportunities that reflect OMNI Television's diversity mandate. Just a few examples of events OMNI has supported in the last year are: Pinoys on Parliament, Toronto Metropolitan University Asian Media Access, Filipino Centre Toronto's 25th Anniversary Gala Night, 40th Annual JCC Jewish Book Festival, Polar Plunge for Special Olympics, Bridge to S.U.C.C.E.S.S Gala, Festa Della Repubblica, Carnaval Del Sol, Taste of India, Top Immigrant Awards, Light up Chinatown, International South Asian Film Festival, Festival of Light and the Montreal Arab Book Fair. In addition, Community Liaison Officers (CLOs), representing each of the regions OMNI Television serves, play a key role in supporting and fostering these diversity initiatives. Our CLOs are responsible for keeping track of all community events and community sponsorships, and provide support through broadcast of 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 connecting OMNI Television with local ethnic communities, identifying important community partners and ensuring that Rogers Sports & Media provides an appropriate level of programming commensurate with the demographics of each market where OMNI Television operates. The members of the OMNI Advisory Councils provide strong representation of the various ethnocultural communities within OMNI Television'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 are a very important part of developing our relationships in the community. In June 2025 CityNews reporter Cynthia Mulligan hosted *WomanACTS's 2025 Soul of a Warrior Awards Gala* bringing both profile to and recognition of this important event celebrating women.

Radio

Our radio stations continued to connect with and support local organizations in 2025. The following are only select examples of how our local radio stations got involved in diversity-focused events to benefit communities:

Our **KiSS branded** stations in Ontario:

- Promoted and supported Afro Fest in Toronto
- Promoted the Women of Distinction Awards
- Supported and promoted the NHL Alumni Game (Special Olympics)
- Supported and promoted Chamber Women's Day events
- Attended and participated in local cultural celebrations such as Heritage Day and Diwali.

Our **Diamond branded** stations:

- Star 98.3 promoted the Fraser Valley Cultural Diversity Awards and West Coast Women's Show.

Our **Country branded** stations:

- Country 93.5 supported the Kingston Polar Plunge to raise awareness and funds for athletes and families of Special Olympics Ontario
- Country 93.5 promoted the Intercultural Arts Festival to celebrate diversity and culture in Kingston
- Country 107.1 supported the West Coast Women's Show in Abbotsford

Canadian Content Development (CCD) Support

Rogers Sports & Media's CCD support in 2025 continued to support emerging artists from equity-deserving 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 ongoing support of PhemPhat's annual Honey Jam concert directly funds performances by emerging female artists from diverse backgrounds, and in 2025 Rogers also supported the Women in Music Canada International Women's Week Showcase, which featured

performances by four emerging women and gender diverse artists from culturally diverse backgrounds.

Content

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

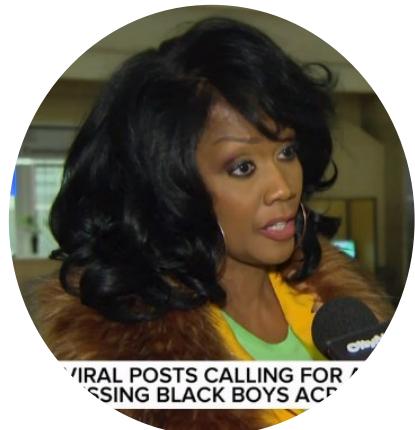
CityNews:

CityNews was present at Parc Mackenzie-King to interview members of the Montreal community who held a vigil in honour of the victims of the Lapu-Lapu Day tragedy.



CityNews interviewed Rahma Esslouani, who shared her journey to escape persecution due to her gender and sexual identity.

CityNews reported on a GTA forum that shed light on the troubling increase in the number of missing Black youth, capturing the community's concerns and desire for action. The conversation aims to raise awareness and find solutions to this pressing problem.



CityNews reporter Rayn Rashid was at Blackfoot Crossing Historical Park, where the Siksika Nation welcomed home two sacred Ribstones that were at the Canadian Museum of History for over a century.



CityNews reporter Jayden Wasney visited and interviewed participants of the South Asian Canada Hockey Cup in Calgary.



CityNews reported on a special city council meeting in the city of Burnaby where the Mayor apologized to the Chinese Community and repealed discriminatory bylaws.

CityNews reported on the Vietnamese Lunar New Year celebrations in Montreal, marking the 50-year anniversary of the arrival of Vietnamese refugees in Canada.



Breakfast Television



Breakfast Television host Devo Brown interviewed bestselling author and award-winning speaker Dr. Samra Zafar to discuss Pride and mental health- and what real support looks like.

Breakfast Television hosts Meredith and Sid were joined by professional NHL player Brock McGillis who shared his story as the first openly 2SLGBTQIA+player in the league.



Breakfast Television was joined by the host of Salsa on St. Clair, Jedes Bustamante, and director of Salsa & Sabor Camila Capeda to learn about the festival.



Breakfast Television hosts Natalie and Devo were joined by tour guide Tim Patterson to learn about Calgary's Indigenous Art Walk that celebrates Indigenous creativity in the city's urban landscape.



Breakfast Television joined the Canadian Blind Hockey Team at the Mattamy Athletic Centre



Breakfast Television celebrated African heritage and community values while they learned about Kwanzaa with Drums et al's Babarinde Williams.

Breakfast Television host Tim Bolen was joined by founder of Chiblow Fish Bob as they tasted traditional Indigenous dishes, and explored how to celebrate Indigenous culture.



Breakfast Television host Tim Bolen met with Chef Ramo Lobo, who gave him a taste of his Indian-inspired Bindi smash burger.

OMNI Television



Marking the 40th anniversary of the deadliest terrorist attack in Canadian history, **OMNI Television** produced the documentary, ***Forgotten Canadians: The Victims of Air India***

Flight 182, speaking to the families of the victims of Air India Flight 182 and their search for justice and closure.



OMNI Television produced a 60-minute special in Mandarin and Cantonese to celebrate the Chinese Lunar New Year.



OMNI Filipino News covered a story about a Filipino nurse in Toronto who fell out of status after exhausting avenues to become a permanent resident.



OMNI Arabic News aired a 30-minute special exploring Eid al Fitr celebrations in Canada. The show highlighted traditions and captured diverse celebrations from the Arab Muslim diaspora across the country.



OMNI Mandarin and Cantonese News reported on the number of Hong Kong residents applying for permanent residency and transitional open work visas under the Lifeboat Program. Hong Kong groups held rallies in Vancouver, Toronto and Calgary, calling on the federal immigration department to speed up the approval process and automatically renew work visas.



OMNI Punjabi News Television interviewed the President and team members of Lakeshore Cricket League, North America's biggest indoor cricket league.



OMNI Arabic News spoke with Dr. Nahad Khalidi, a Canadian-Palestinian who lost his son who was a doctor, and daughter who was a nurse in Gaza.



OMNI Television aired an award-winning Filipino Heritage Month special called ***Pagbangon: Iba't ibang mukha ng pagpapatuloy***. The special touched on how the Filipino community in Canada sought healing and ways to moving forward after the Lapu-Lapu Day Tragedy in B.C.



OMNI Punjabi News invited the hosts of the popular South Asian podcast *OK, Mom!* to discuss the cultural taboos faced by South Asian women.



OMNI Television produced and broadcast a two-day Diwali special at Nathan Phillips Square in Toronto.

Land Acknowledgements

- Land acknowledgements can now be heard on over 40 **Rogers music radio stations**, in 22 Canadian cities across Canada.
- Every **CityNews** newscast continues to air 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 airs them in these third languages: Arabic, Cantonese, Italian, Mandarin, Punjabi, and Tagalog. Land Acknowledgements are also read at the beginning of each OMNI Regional Advisory Council Meeting.

Radio

- On September 30th 2025, in recognition of **National Indigenous History Month**, in partnership with the Gord Downie & Chanie Wenjack foundation, 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.
- On March 8, 2025, our KISS branded stations aired a 2-hour national special called **Women Who Pop!**, spotlighting women in music by airing an all-female playlist across all stations.
- Rogers Sports & Media radio stations held the Minutes that Matter campaign for **Black History Month** including vignettes featuring influential Black artists and trailblazers.



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. 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 2025:

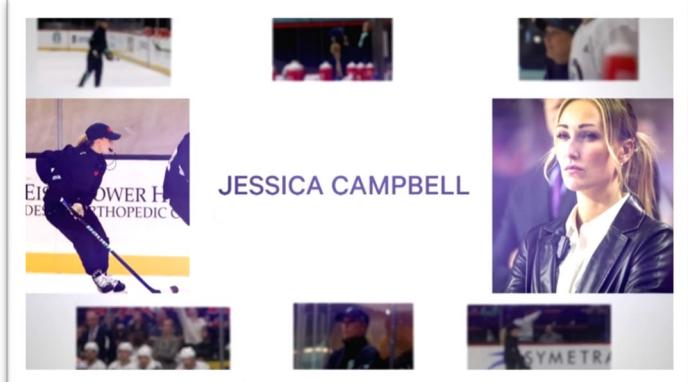


Professional Women's Hockey League

In 2024, Rogers entered a multi-year partnership with the Professional Women's Hockey League (PWHL), as their official telecommunications partner in Canada. In 2025, this collaboration continued to enhance the women's hockey experience by providing fans with exclusive content, live games, highlights, news, and features across Sportsnet channels and the Sportsnet+ streaming platform.

Jessica Campbell on Hockey Night in Canada:

When Jessica Campbell was hired as the first female assistant coach in NHL history, it generated significant buzz. Being the first comes with considerable responsibility, but Jessica has excelled in her role as both a coach and a role model. Sportsnet's Donovan Bennett spent a day with Jessica and witnessed firsthand the impact she has made in Seattle, both on and off the ice.



NOTSO Amazon League for Blue Jays Central Pride Night Game

"Pride at the Park" highlights the Notso Amazon Softball League in Toronto, which has been a queer-led community for 42 years and now also includes trans and non-binary athletes. This feature shares the stories of players and leaders, examining how sports can foster confidence, build chosen families, and create safe spaces. It also emphasizes the importance of queer visibility in professional sports.



NHL Coaches Association Female Coaches Program

Sportsnet aired an International Women's Day feature on the NHL Coaches Association Female Coaches program, featuring Jessica Campbell, Kori Cheverie, Kim Weiss and Lindsay Pennal



We Eatin': Women's Sports Revolution

We a



Jayna Hefford (EVP Hockey Operations, PWHL), Teresa Resch (President, Toronto Tempo) and Diana Matheson (Founder/Chief Growth Officer, NSL) join Donovan Bennett for a meal and roundtable discussion about the recent explosion in the popularity of women's sports.

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.

In line with his podcast, Donovan featured interviews to highlight important celebrations such as Black History Month, Asian Heritage Month, International Women's Day, National Truth and Reconciliation and Pride Month. Below are a few examples of his featured interviews:

Going Deep with Aaron Brown



Sportsnet's Donovan Bennet sat down with Canadian Olympic gold medalist, Aaron Brown, for a Black History Month feature to discuss what it meant to follow in the footsteps of Canada's past champions while setting an example for the generations to follow.

Going Deep with Jordan Spence

During Asian Heritage Month, Donovan Bennet sat down with Los Angeles Kings defenceman Jordan Spence. Spence shared his journey to pro hockey as a teen living in Japan.



Going Deep with Teresa Resch



An International Women's Day feature with Toronto Tempo President, Teresa Resch. Teresa joined Donovan Bennett to discuss the exhaustive process that was creating an identity for the newest WNBA franchise.

Original Programming

CityTv



The **Toronto International Film Festival** presented by Rogers celebrated 50 years as one of the world's most revered and diverse film festivals. Citytv brought Canadians closer to the glitz and glam with a live one-hour red carpet special, hosted by Arisa Cox.

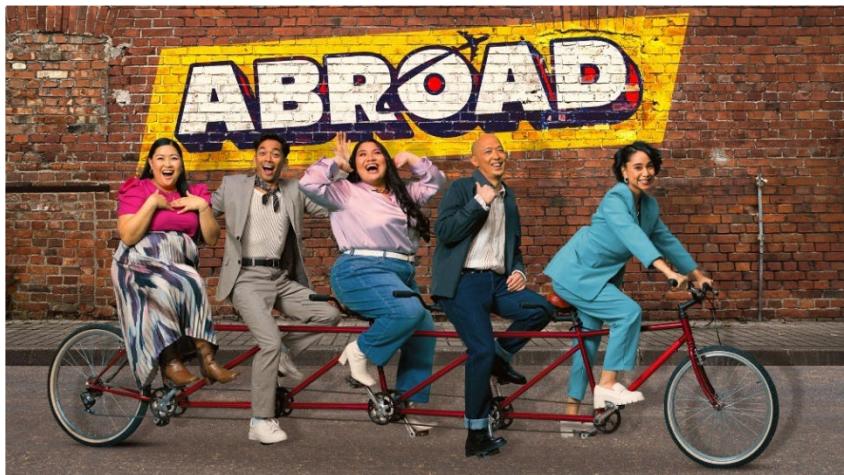


Law and Order Toronto: Criminal Intent continued to be led by a diverse ensemble cast. The series is developed, produced, and creatively led by a highly accomplished team of women at Cameron Pictures and Lark Productions, including showrunner, writer, and executive producer Tassie Cameron.

Eight episodes of **Hudson & Rex** Season 7 aired in 2025, continuing the success of the Newfoundland-shot series from the multi-faceted creative teams at Shaftesbury Films and Pope Productions. The beloved original also features a diverse lead cast, including Kevin Hanchard and Mayko Nguyen, both of whom received Canadian Screen Award nominations for their performances in 2025.



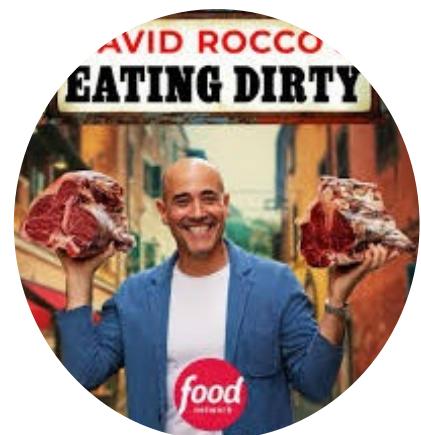
OMNI Television



In 2025, **OMNI Television** aired Season 4 of the series, *Abroad*, a satirical sketch comedy series highlighting immigrant experiences in Canada through co-creator Isabel Kanaan's humorous lens on how immigrants adapt to life in the country.

The Food Network

David Rocco's Eating Dirty with Canadian chef and author David Rocco. This 10-episode series showcases a food-fueled journey through Italy's vibrant cities, charming towns and seaside villages. The series was well-received by fans on platforms and social media, praised for its authentic exploration of Italian street food, markets, and hidden trattorias, with viewers loving its focus on local flavors and "dirty" (unpretentious) eating.



Bake Master Battle premiered in October 22 with hosts and judges Dina Pugliese, April Julian and chef Dwight Smith. Coming from all across North-America and the UK, the diverse range of contestants came together in a high-stakes bake-off to showcase their confectionary mastery in a series of thrilling and festive challenges in hope of winning major cash prizes.

CityNews

CityNews

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.

NewsRadio

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

- NewsRadio reported on the closing of the Willow River Centre, the only Indigenous, Two-Spirit and Queer-led community space in Waterloo Region.
- News Radio reported on the Easter egg hunt for visually impaired children in Ottawa. The accessible Easter egg hunt was hosted by the Ottawa Police Service.
- NewsRadio reported on the events that were planned in Halifax for National Truth and Reconciliation Day and Mi'kmaw History Month.
- NewsRadio reported on the TTC celebrations for Black History Month with art-wrapped buses. Six buses were specially wrapped featuring Black community leaders in Toronto.
- NewsRadio reported on ways to celebrate International Women's Day.
- NewsRadio reported on the 8th anniversary of Nimrokh Media- an Afghan newspaper run in Calgary, which covers women's voices and issues affecting women amid Taliban occupation in Afghanistan.

- NewsRadio reported on an interview with the last surviving member of a Vancouver family following the Lapu-Lapu Day tragedy
- NewsRadio reported on the raising of the Palestinian flag at Toronto's City Hall.
- NewsRadio reported on the launch of Calgary's first-ever Indigenous-led housing program.
- NewsRadio reported on Project Muralize, an initiative to bring colours back to Vancouver's Chinatown.

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.

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

Children of War: A Métis-produced and directed two-part documentary mini-series that follows Syrian newcomer children as they adjust to their new lives in Saskatchewan, capturing their hopes, challenges, and experiences as they build a future.

How We Do It: City Saskatchewan hosted a children's series that features a mix of live action, animation and a puppet service dog demonstrating how people with all kinds of disabilities live their lives. Each 7-minute episode empowers preschoolers by creating a safe place to ask questions, share stories, and have fun.

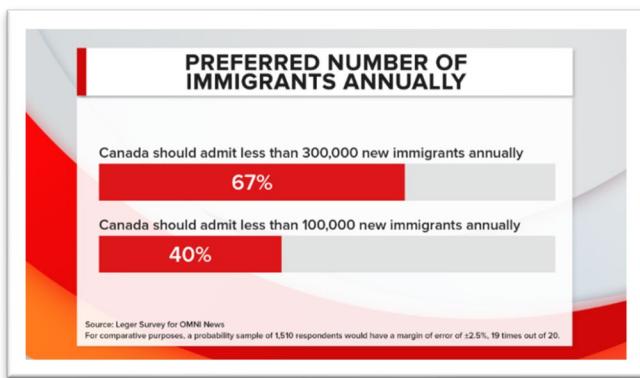
Multicultural Council of Saskatchewan: A six-part interstitial series which highlights the contributions of the multicultural community to Saskatchewan culture. The series also highlights the process newcomers have undergone in several generations to settle in Saskatchewan and integrate into their communities.

OMNI Television

OMNI Television is Canada's only multilingual and multicultural television broadcaster dedicated to meeting the needs of the communities it serves. OMNI 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 Television has a focused mandate to reflect diversity to its audiences by offering 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 Sportsnet to present *Hockey Night in Canada* in Punjabi. OMNI Television has also partnered with ICI Television to serve Quebec's local ethnic communities with French-language programming.

OMNI Television 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 the fall of 2025, OMNI Television conducted a third poll with Leger, revealing a significant number of immigrants in Canada have notable worries and feel Canada should limit annual immigration, pointing to issues like housing shortages and inadequate support. The poll also highlighted a number of newcomers who believe it has become more difficult for them to receive promotions and secure jobs

due to bias related to immigration. This survey stands out as one of the few dedicated solely to capturing the perspectives of only Canadian newcomers, providing them a platform to express their views. This initiative is significant because it ensures that we hear directly from the communities we serve. The results of the poll have been instrumental for OMNI Television in discovering voices from various communities, allowing us to share the stories that accompany the survey findings. These results have enriched our programming by allowing us to show what the survey data means to our language communities and highlighting how these insights have influenced their experiences in Canada.

Independent Programming

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

OMNI 1

Buenas Tardes Canada	Spanish
Canada Latino Show	Spanish
JWeekly Canada	English / Hebrew
Caribbean Vibrations	English
Croatica TV	Croatian
EL Break TV	Spanish
Eltv presents	Azerbaijani
Ghanakan 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
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
The Renewed Golden Era	Spanish
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

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
Salam Indonesia	Indonesian
Sunshine Television	Telugu
TurkuazTV	Turkish
TV Việt Tiên	Vietnamese
Vanakkam TV	Tamil
Voice of Lanka	Sinhalese

OMNI Prairies

The Phina Show	Pidgin English
Calgary Vietnamese Television	Vietnamese
Conéctate con Nash	Spanish
CMC TV	Mandarin
Island Tea with Althea	Creole & Pidgin English
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
Parwaaz	Punjabi
Viet TimeTV	Vietnamese
Wow Pinoy	Tagalog

Pinoy Konek

Tagalog

OMNI PACIFIC

Caravan TV	Afghani
Desi Close Look	Punjabi
Fiji in Focus	Hindi
Nikkei TV	Japanese
Parvaz TV	Farsi
Philippine News Canada	Tagalog
Purple Production Special	Korean
The Vipin Kapoor Show	Hindi
Rompost	Romanian
Women in Focus	English

Mentorship and Sponsorship

OMNI Regional Scholarship: Rogers Sports and Media is committed to helping young journalists from equity-deserving communities (both from inside and outside of Rogers) get the tools, support, and resources they need to successfully enter and advance in the sports and media industry. As part of this 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 recipients), Prairies (2 recipients), Pacific (1 recipient) and Quebec (2 recipients).

Hiring and Career Advancement

Hiring Strategy

Rogers Sports & Media implements best practices to ensure that our hiring practices are inclusive. 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 and ensure hiring decisions are competency-based.

Sportsnet BIPOC Sports Media Onboarding

In previous years, Sportsnet hosted an annual series of skill-building and networking workshops for a select group of young BIPOC professionals and students from across Canada to address the lack of diversity in the sports media industry due to barriers to entry.

that face equity-deserving communities. In 2025, although new workshops were not held, alumni from previous years were invited to apply for positions within the company. Three alumni were given paid placements in the summer internship program, and three alumni were offered part-time positions within Rogers. The workshops are being reviewed with the intention to improve and switch to in-person.

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 Strategy

Diversity, Equity, Inclusion and Belonging (DEIB) remains a critical element of our HR Plan. 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 new five-year Diversity, Equity, Inclusion and Belonging (DEIB) Strategy – “**Journey to 2030**” - which focuses on driving meaningful change for equity-deserving groups through actions tied to our strategic pillars of People, Customer, and Community.

To bring this strategy to life, our 12 Business Units will play a critical role in advancing progress across these pillars:

Develop Tailored DEIB Plans

Each business unit will create a five-year DEIB plan with clear commitments and measurable actions aligned to our strategic pillars.

Embed DEIB as a Business Lever

DEIB will be integrated into decision-making, innovation, and operational priorities to strengthen performance and impact.

Establish Dedicated Leadership

Every business unit will have an Executive Sponsor, Business Lead, and HR Lead accountable for driving execution and sustaining momentum.

Share Progress and Best Practices

Quarterly forums will showcase achievements, highlight learnings, and track progress against commitments to foster transparency and collaboration.

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 2025 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

- Launched Pronoun Tool in Microsoft Teams to support inclusive communication.
- Introduced Name Pronunciation in Microsoft Office to foster respect and belonging.
- Updated SIQ (Self-Identification Questionnaire) to be more welcoming and align with new labor board standards, including an additional question on neurodiversity.
- Partnered with Lime Connect to train interviewers on best practices for interviewing candidates with disabilities.
- Expanded Benefit Offerings, including enhanced family planning options.
- Renewed Kelowna Downie-Wenjack Legacy Space for another five years, fulfilling our commitment to build five spaces in collaboration with Indigenous communities.
- Partnered with Lime Connect to train managers on addressing challenges and misconceptions when managing employees with disabilities.

Community

- Provided multi-year support for the Indigenous Screen Summit Pitch Forum, creating opportunities for Indigenous creators to bring their ideas to the national stage.
- Invested in equity-deserving businesses through the Supplier Diversity Program, generating wealth and employment in diverse communities.
- Delivered educational and mentorship opportunities to diverse youth through Ted Rogers Scholarships, Ted Rogers Community Grants, and Jays Care Foundation programs.

Customer

- Invested in networks to connect Indigenous communities, helping bridge the digital divide.
- Enhanced the “We Speak Your Language” program, enabling service in over 100 languages across 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 2025:

- **Red Dress Day:** A powerful hybrid event focused on raising awareness about missing and murdered Indigenous women, girls, and two-spirit people. The expert panel, featuring Christa Big Canoe (lead counsel for the national inquiry), explored the findings and calls to justice from the landmark report *“Reclaiming Power and Place”*. Attendees heard deeply moving personal stories and testimonials that highlighted systemic injustices and the urgent need for change. The event fostered education, community, and connection, inspiring participants to act and advocate for Indigenous communities.
- **Reconciliation in Action:** A meaningful hybrid event focused on advancing reconciliation through Call to Action 92 and its impact on the corporate sector. The distinguished panel featured leaders such as Philip Ducharme (Canadian Council of Indigenous Business), Sarah Midanik (Downie-Wenjack Fund), Christa Big Canoe (lead counsel for the national inquiry), and Nathan Martin (Rogers Indigenous Relations Team). The session combined authentic storytelling and lived experiences with cultural expression through drumming and music, creating a powerful and grounding atmosphere. Attendees gained valuable insights into Indigenous history, systemic barriers, and the role of allyship, while expressing pride in Rogers' commitment to Truth and Reconciliation and inclusive leadership.

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 2025:

- **Pride Kick-off:** Kicked off Pride Month with an exciting celebration honouring the accomplishments, contributions, and talent of our 2SLGBTQIA+ community. The event featured vibrant live performances from RuPaul's Drag Race royalty and special messages from Spectrum team members, creating an atmosphere of joy and inclusion. Hosted by Maurie Sherman of KiSS 92.5, the launch party brought together employees and allies to celebrate diversity, foster connection, and reaffirm our commitment to creating a workplace where everyone can thrive.
- **Pride Season:** From June to September, Rogers celebrated Pride across the country with employees and leaders participating in 14 Pride parades alongside our 2SLGBTQIA+ colleagues. These celebrations were more than symbolic; they demonstrated Rogers' commitment to creating an inclusive workplace where everyone feels seen and valued. Showing up in this way reinforces trust and belonging for employees, signals to customers that diversity and inclusion are core to who we are, and highlights leadership's role in championing equity. By marching together, we affirmed that Pride is not just a moment, it's a movement we actively support.
- **Celebrating Queer History:** An engaging and thought-provoking session exploring the question, "Why does 2SLGBTQIA+ history matter?" In partnership with the Get REAL movement, participants traced the evolution of gender and sexuality across cultures and examined pivotal moments in North American history from the 1960s onward. Through discussions of legal milestones, cultural shifts, and the resilience of queer communities, employees gained a deeper understanding of how this rich history shapes today's workplace and society. The session equipped attendees with knowledge to foster inclusion, challenge bias, and become stronger allies, reinforcing the importance of equity and belonging in our ongoing journey.

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 initiative in 2025:

- **Carnival Fusion:** An immersive hybrid event celebrating the vibrant colours, music, and traditions of Carnival. Attendees enjoyed live steel pan music from Earl La Pierre, Kiddie Carnival performers, and interactive activities, including a costume photobooth and vendor displays. The event offered a unique opportunity to learn about Caribbean culture and history while fostering joy, community, and belonging.

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 initiative in 2025:

- **Unapologetically Black: Past, Present and Future:** A powerful hybrid event celebrating the history, contributions, and future of the Black Canadian experience. Featuring inspiring voices such as Cameron Bailey (CEO, TIFF), Donovan Bennett (Sportsnet), and The Honourable Dr. Jean Augustine—the first African-Canadian woman elected to the House of Commons—the session explored pivotal moments in Black history and the ongoing journey toward equity. Employees gained valuable insights into systemic barriers, representation, and allyship through interactive discussions and by supporting Black-owned businesses through in-person vendors.

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 2025:

- **Lunar New Year Celebration:** Rogers welcomed the Year of the Snake with a vibrant celebration across three offices, featuring a passport-stamped food tasting festival, cultural displays, and photo booth experiences. Employees explored diverse flavours and traditions while learning about the snake's symbolic attributes—wisdom, transformation, and resilience. This event fostered cultural awareness, connection, and belonging, creating an inclusive space for employees to share and celebrate their heritage.
- **Celebrating Asian Heritage Month:** Rogers honoured Asian Heritage Month under the theme *“Unity in Diversity: The Impact of Asian Communities in Shaping Canadian Identity.”* Throughout the month, employees experienced cultural booths showcasing art and heritage, enjoyed Asian-inspired menus, and engaged

with educational content highlighting contributions in film, music, and fashion. These celebrations created opportunities to learn, reflect, and appreciate the rich diversity that strengthens our workplace and society.

- **Mid-Autumn Moon Festival:** Rogers celebrated the Mid-Autumn Moon Festival across multiple offices with lantern displays and delicious mooncake samples. This cherished tradition, observed in many Asian cultures, symbolizes reunion, gratitude, and good fortune. Employees had the opportunity to learn about the festival's cultural significance while enjoying immersive experiences that fostered connection and a sense of belonging.
- **Celebrating Diwali - The Festival of Lights:** A vibrant celebration featuring tasty snacks, live henna art, festive decorations, and a fun photo booth experience at multiple offices. Diwali, observed across South Asia and around the world, symbolizes the triumph of light over darkness and good over evil. Employees had the opportunity to learn about the cultural significance of this cherished tradition while connecting with colleagues in an inclusive and joyful setting.

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 2025:

- **Accelerate, RISE and Shine - International Women's Day Celebration:** A national, virtual event featuring an engaging panel discussion on how intentional action and goal-setting can drive personal and professional growth. Employees heard inspiring stories and practical advice from leaders across Rogers, fostering motivation and confidence. The event also included in-person trade booths at key offices, showcasing ally networks such as Rogers Women of Colour (RWOC) and Rogers Women in Technology (RWiT), as well as opportunities to support Shelter Movers—a charity helping families fleeing abuse.
- **Empower Your Career Journey:** A hybrid session focused on “Knowing Your Strengths – Leveraging What Makes a Woman in Tech Unique.” Employees explored their personal strengths through interactive activities, shared insights with peers, and learned how to apply these strengths to their work. This event provided practical tools for career growth while fostering confidence and connection among women in technology.
- **Power in Transition - Women, Work & the Menopause Revolution:** An insightful session exploring how life transitions, such as menopause, can become powerful

gateways to reinvention and growth. Featuring Aimee Debow, Founder of Menovate, the event challenged stigma and sparked important conversations about evolving workplace support for women during this stage of life. Employees gained practical strategies to embrace change, unlock potential, and advocate for inclusive policies that recognize diverse experiences

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 2025:

- **Antisemitism: Then and Now:** A 90-minute hybrid discussion exploring the historical roots and modern-day impact of antisemitism, with a focus on the Jewish-Canadian experience. Guest speakers from Friends of Simon Wiesenthal Center shared powerful insights on recognizing and combating antisemitism and offered practical guidance on becoming an ally. Employees gained a deeper understanding of the human impact of antisemitism through personal stories, historical context, and actionable strategies to stand against hate.
- **Hanukkah Party:** Rogers celebrated Hanukkah in our offices with a festive lunch-hour event featuring tasty treats, fun icebreakers, and prize giveaways. Hanukkah, a cherished tradition in Jewish culture, symbolizes resilience, hope, and the triumph of light over darkness. Employees had the opportunity to learn about the holiday's significance while connecting with colleagues in an inclusive and joyful setting.
- **Celebrating Hanukkah at Rogers:** From December 14 to 22, menorahs were set up across several offices in honour of Hanukkah. This initiative created spaces to honour this important tradition, and offered employees an opportunity to learn about the holiday's cultural significance and share in moments of reflection and connection.

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 the community by sharing lived experiences and open dialogue.

Key initiative in 2025:

- Although RAAN did not host major events this year, the network actively supported awareness, education, and inclusion through quarterly open conversations focused on

accessibility. These sessions created a safe space for employees to share lived experiences, learn best practices, and collaborate on solutions to foster a more inclusive workplace.

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, professional development, and awareness of social injustices.

Key initiative in 2025:

- **Eid Celebration:** A vibrant hybrid event celebrating Eid ul-Adha. The event combined cultural learning, music, and storytelling. Hosted by Hamzah Moin and featuring a live performance from Canadian songwriter and actor Amin Davis, the event created an inclusive space for employees to learn about the significance of Eid, reflect on its themes of gratitude and community, and enjoy artistic expression. In-person attendees also connected over catered food and immersive experiences, while virtual participants appreciated the educational content and welcoming atmosphere.

Learning and Leadership

At Rogers, we are committed to creating a culture where every team member feels valued, respected, and empowered to thrive. Our learning and leadership initiatives are designed through an inclusive lens, ensuring that belonging is at the heart of every experience.

Black History and Cultural Awareness Learning Series

This series, which was launched across Rogers for every employee via mandatory training modules, focused on acknowledging the history and experiences of Black people in Canada, including enslavement, segregation, racism, and systemic oppression, while reinforcing the importance of equity and inclusion in the workplace. The series was comprised of three distinct learning modules:

- **See Me, Hear Me:** a 30-minute podcast centered on breaking down barriers and amplifying voices through storytelling. It highlighted personal narratives of resilience and cultural identity from Rogers team members, creating space for authentic representation and dialogue.
- **The Historical Context:** This 30-minute e-learning course examined the historical context of Black slavery, including the trans-Atlantic slave trade, its impact, and the legacy in Canada. It highlighted key milestones, such as the abolition of slavery, and

the contributions of figures who fought for freedom, underscoring the enduring influence on history.

- **Progress and Opportunities:** This 30-minute e-learning course explored the history of Black communities in Canada and the systemic racism and oppression they have faced. It focused on Black resistance and activism, as well as privilege, bias, and microaggressions, reinforcing the need for both institutional and individual action to advance equity.

Leadership Development

At Rogers, we believe leadership is about creating spaces where everyone feels valued, respected, and empowered to thrive. Below is a list of programs that were designed through an inclusive leadership lens, ensuring that belonging is at the heart of every learning experience. By equipping leaders with the skills to foster trust, collaboration, and equity, we are building a culture where diverse voices shape our future.

- **Accelerated Development Program:** ADP is a 7-month immersive program for Women Directors and Senior Managers, designed to strengthen Rogers' pipeline of diverse leaders. This year, 25 high-performing women participated, selected through an intersectional lens. The program builds critical capabilities, including Change Management, Executive Communication, Inclusive Leadership, Financial Analysis, and Leading with Impact, empowering participants to own their seats and lead confidently.
- **Leadership Series 2025 - quarterly program:** This self-directed, quarterly virtual series is open to all leaders and focuses on building core leadership capabilities. Topics include building inclusivity, resilience, adaptability, confidence in leading with AI, and trust, equipping leaders to foster belonging and lead effectively in a rapidly changing environment.
- **Frontline Leadership Advantage Program:** This 9-month program addresses the unique challenges faced by frontline managers and leaders. Through practical development in communication, time management, and proactive leadership, participants learn to build high-performing, inclusive teams. Topics include building trust, communicating with clarity, collaboration and inclusivity, prioritization, leading change, feedback and recognition, and navigating decisions and conflict. The goal: empower frontline leaders to create environments where every team member feels seen and supported.

Inclusive Design Workshop Series

To strengthen our commitment to building a more inclusive culture, we partnered with OCAD University to deliver a three-part Inclusive Design Workshop Series. This initiative brought together Diversity Group Chairs, DEIB Business Unit Leaders, HR Leads, and HR Centers of Expertise to create a collaborative space to advance inclusive practices across our organization.

Over three interactive sessions and 6 hours of content, participants explored how inclusive design can transform everyday processes and organizational systems.

Session 1: Foundations of Inclusive Design

- This session introduced the principles of inclusive design as a collaborative and evolving practice. Participants explored why inclusion must be intentional and learned how to identify barriers in systems and processes. The focus was on understanding the core mindset shift required to move from compliance to creating equitable experiences for all.

Session 2: Embedding Inclusion into Everyday Processes

- Building on the foundations, this session provided practical strategies to integrate inclusive design into daily workflows. Participants examined real-world examples and discussed how to apply inclusive design thinking to projects, policies, and decision-making. The goal was to make inclusion a habit, not an afterthought, by embedding it into organizational processes.

Session 3: Building Organizational Capacity & Navigating Challenges

- The final session focused on scaling inclusive practices and sustaining momentum. Participants learned how to build organizational capacity by leveraging champions, resources, and systems. The session also addressed common challenges and offered collaborative approaches to overcome resistance, ensuring inclusion becomes part of the organizational DNA.

Building Inclusion Through Everyday Actions

At Rogers, we believe inclusion and belonging are created through intentional choices and tools that empower our team members to show up authentically. Two recent enhancements in Microsoft Teams reflect this commitment: Pronouns and Name Pronunciation. These features help foster respect, representation, and connection across our workforce.

Pronouns in Microsoft Teams

- Pronouns are an essential part of identity. For many, especially those in the 2SLGBTQIA+ community, sharing pronouns creates a safer, more inclusive environment. By enabling employees to add pronouns to their Microsoft Teams profiles, we make it easier for colleagues to address one another correctly and signal that it's safe for everyone to do the same. This simple feature helps normalize conversations about identity and builds trust across our organization.

Name Pronunciation in Microsoft Teams

- Names carry meaning, culture, and heritage. Mispronouncing a name can unintentionally make someone feel unseen. The new Name Pronunciation feature lets employees record and share how their names are pronounced so colleagues can say them correctly every time. This integration replaces a previous tool and is now part of the Microsoft ecosystem, where our teams collaborate daily. Taking the time to pronounce names correctly is a powerful way to show respect and make people feel valued and included.

At Rogers, inclusion isn't just a principle. It's practice. Features like these help us build a workplace where every team member feels respected, valued, and connected.

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 2025, Rogers published our second 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, and the work being done to close those gaps.

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

Recognized and Awarded

We are proud to recognize Rogers leaders who have been nationally celebrated for their transformative contributions to workplace inclusion and belonging.

2025 Action in Diversity & Inclusion Award - Kristina Milbourn, Legal Affairs

Organization: Mondaq Canadian In-House Counsel Celebration, presented by CBA In-House Lawyers

- This award honours exceptional leadership in fostering inclusion within the legal profession. Kristina has spent years reducing barriers to entry both within Rogers and through external committee work, creating pathways for underrepresented voices to thrive.

2025 Diversity & Inclusion Leader of the Year - Jay Brewster, DEIB

Organization: Catalyst

- This recognition celebrates extraordinary business leaders who embed inclusion into the DNA of their organizations. Jay's leadership is rooted in authenticity, strategy, and purpose—shaped by lived experience and a commitment to creating cultures where everyone belongs.

2025 Leader of the Year- Shannon Lehmann, Data and AI Strategy

Organization: Women in Communications & Technology (WCT)

- This award recognizes individuals who champion women's professional growth through mentorship initiatives and industry leadership. Shannon has driven impactful programs that support women in technology and beyond, while also contributing to organizations that inspire young women to pursue careers in coding.

2025 Ally of the Year Runner-Up -Noe Morales, DEIB

Organization: Women in Communications & Technology (WCT)

- This recognition honours advocates who actively advance gender equity in the workplace. Noe has championed accessibility awareness, strengthened Employee Resource Groups, and promoted career accelerator programs, while advocating for bias-free decision-making and equitable opportunities for women.

Rogers Sports and Media Awards

This year, Rogers Sports and Media is incredibly grateful to acknowledge our dedicated employees for their remarkable efforts in promoting diversity within the sports and media industry. Their hard work and commitment made a profound and meaningful impact.

2025 Fearless Woman of Inspiration Award- Lidia Ferreira, OMNI Television

Organization: The One Woman Fearless Summit

- OMNI Televisions, Lidia Ferreira was awarded the Fearless Woman of Inspiration Award, an honour recognizing her strength, leadership, and commitment to empowering others.

2025 Television Journalism Award for Best Special Report- *Pagbangon: Iba't Ibang Mukha ng Pagpapatuloy*, OMNI Filipino News Team

Organization: Migration Advocacy and Media Awards

- This is an award presented by the Philippine government's Commission on Filipinos Overseas (CFO) and is conferred upon the best television program addressing issues of migration.

2025 Most Outstanding Filipinos Abroad- Rhea Santos, OMNI Television

Organization: Mississauga Filipino Organization

- This award highlights “exceptional achievements and outstanding contributions, exemplifying the highest standards of excellence, leadership and service to the Filipino community.”

2025 Media Advocate Award- Marie Pacheco, OMNI Television

Organization: Migration Advocacy and Media Awards

- This award recognized Marie's significant role in shaping public perception and advocating for the Filipino community through various media channels.

2025 RTDNA Emerging Journalist Award- Sofia Vavaroutsos, 680 NewsRadio

Organization: Radio Television Digital News Association

- This award recognizes the achievements and excellent work of Canadian journalists who are at the beginning stages of their career

Looking Forward to 2026

As detailed in this report, Rogers Sports & Media has largely fulfilled the commitments arising from the acquisition of Shaw Communications Inc. Rogers is extremely proud of what has been achieved to date and we look forward to sharing how we are delivering on our commitments in 2026.

END OF DOCUMENT