



## **1. General information**

Part 1 of the Rules of Practice and Procedure, Broadcasting and Telecom Regulatory Policy CRTC 2010-958 provides the basic structure for a written proceeding that is initiated by an applicant who files an application with the Commission. The Commission posts these applications on its website. The public is given an opportunity to file submissions as Interveners or Respondents within 30 days, and the applicant is given an additional 10 days to respond. The Commission examines all of the written submissions and issues a decision. These proceedings are generally referred to as “Part 1 proceedings.”

If you are seeking amendments to your station’s licence, you will need to submit a separate application using the appropriate form(s) [i.e. Form 301 for changes to conditions of licence and Form 303 for technical changes]. Please note that any amendment application may be processed separately from the renewal application.

Applicants that have any questions related to this application may contact a Commission specialist at 1-866-781-1911.

### **1.1 Type of station**

**Call Sign:**

CKRU

**Select the type of station:**

FM undertaking

**Select the sub-type of station:**

Commercial

### **1.2 Identification of applicant**

**Name of licensee:**

591989 B.C. Ltd

**Address:**

25 Dockside Drive

**City / Town:**

Toronto

**Province / Territory:**

Ontario

**Postal Code (A1A 1A1):**

M5A 0B5

**Telephone (999-999-9999):**

416-479-7000

**Facsimile (999-999-9999):**



**Email (yourname@yourdomain.com):**

corus.regulatory@corusent.com

### **1.3 Contact person representing the applicant**

**Name:**

Karen Gifford

**Title:**

Senior Director, Regulatory Compliance and Licensing

**Email (yourname@yourdomain.com):**

karen.gifford@corusent.com

**Telephone (999-999-9999):**

416-479-6352

### **1.4 Sent by**

**Name:**

Asha Ross

**Telephone (999-999-9999):**

416-479-6555

**Email (yourname@yourdomain.com):**

asha.ross@corusent.com

### **1.5 Designated representative**

**Is there a designated representative?**

No

### **1.6 Declaration of the applicant or its designated representative**

**I, solemnly declare that:**

a. I am the designated representative of the applicant named in this application and as such have knowledge of all matters declared therein.

<br />

b. The statements made in this application, or any document filed pursuant to any request for further information by the Commission, are (will be) to the best of my knowledge and belief true in all respects.

<br />

c. The opinions and estimates given in this application, or any document filed pursuant to any request for further information by the Commission, are (will be) based on facts as known to me.

<br />

d. I have examined the provisions of the Broadcasting Act, the broadcasting regulations and policies relevant to this application.

<br />

e. The applicant understands and is aware of its obligations under the Broadcasting Act and the Radio Regulations, 1986 as well as other policies relevant to its operability.



**Name:**

Karen Gifford

**Signature date**

2022-08-23

**Witnessed by:**

**Name:**

Asha Ross

**Signature date**

2022-08-23

**At: (Example: city, province)**

Toronto, ON

**I, solemnly declare that:**

f. The applicant is in compliance with the ownership requirements including the Direction to the CRTC (Ineligibility of Non-Canadians and the Direction to the CRTC (Ineligibility to Hold Broadcasting Licences), that the ownership information is up to date with the Commission, and that the applicant has not implemented any changes to the undertaking's ownership structure or to its broadcasting licence that required prior approval by the Commission in accordance with the Radio Regulations, 1986.

<br />

g. The applicant is in compliance with the provisions of the Broadcasting Act and the Radio Regulations, 1986 relevant to its operations as well as its conditions of licence, expectations and encouragements, including its obligations relating to reporting requirements.

<br />

h. The applicant operates in accordance with the applicable broadcasting policies such as: best practices for cultural diversity, the implementation of an employment equity and on-air presence plan.

**If you are unable to complete this section of the declaration due to non-compliance, please provide a detailed description of the non-compliance and steps taken to rectify it. You may then complete the declaration, which is understood to be made with the exception of the identified non-compliance.**

**Name:**

Karen Gifford

**Signature date**

2022-08-23

**Witnessed by:**

**Name:**

Asha Ross

**Signature date**

2022-08-23

**At: (Example: city, province)**

Toronto, ON



## **1.7 Obtaining a copy of the application**

**Submit a website address or email address where an electronic copy of the application may be requested: (required)**

**Website**

www.corusent.com

## **1.8 Standard conditions of licence**

Please refer to the appropriate Broadcasting Regulatory Policies or Public Notice applicable to radio stations:

- Commercial radio stations – Broadcasting Regulatory Policy CRTC 2009-62 – Conditions of licence for commercial AM and FM radio stations
- Campus and community radio stations – Broadcasting Regulatory Policy CRTC 2012-304 – Standard conditions of licence for campus and community radio stations
- Native radio stations - Public Notice CRTC 2001-70 – Changes to conditions of licence for certain native radio undertakings
- Specialty audio programming service - Broadcasting Public Notice CRTC 2002-53 - New licensing Framework for specialty audio programming services

**The licensee is hereby requesting the renewal of the licence under the same terms and conditions as those in the current licence and under the terms and conditions noted in the applicable policy or notice listed above.**

Yes

## **1.9 Other application(s) before the Commission**

**Are there one or more applications before the Commission regarding this undertaking?**

No

## **2. Employment equity / On-air presence**

Information relating to employment equity is available in Implementation of an employment equity policy, Public Notice CRTC 1992-59, 1 September 1992, and Amendments to the Commission's Employment Equity Policy, Public Notice CRTC 1997-34, 2 April 1997.

The Commission requires that the applicant respond to questions regarding employment equity on behalf of the undertaking as a whole, with reference to all of its employees in aggregate; that is, employees of all undertakings for which it holds licences.

Information relating to on-air presence and voice-overs is set out in Consultations Regarding On-air Job Categories to be Included in the Employment Equity Plans of Broadcasters, Public Notice CRTC



1994-69, 10 June 1994, and Amendment to Reporting Requirements for Employment Equity in On-air Positions, Public Notice CRTC 1995-98, 19 June 1995.

**Please select one of the following:**

The licensee is subject to the Employment Equity Act (applicable to federally-regulated employers with 100 or more employees). The licensee keeps a record of the total number and percentage of on-air employees (full-time, part-time and temporary), including voice-overs, from each designated group, as well as the total number of all on-air employees who were employed in the last year. A copy of this record is available upon request.

### **3. Cultural diversity**

When the Commission refers to cultural diversity, it is referring to the inclusion of groups that have been traditionally under-represented in broadcasting: ethno-cultural minorities, Indigenous peoples, as well as persons with disabilities. Such under-representation includes these groups' presence and portrayal on the air and their participation in the industry.

As set out in Canadian Association of Broadcasters Best Practices for Diversity in Private Radio; Reporting requirements on cultural diversity for commercial radio operators, Broadcasting Public Notice CRTC 2007-122, 2 November 2007 (Broadcasting Public Notice 2007-122), the Commission expects all radio broadcasters to follow the Canadian Association of Broadcasters' best practices for diversity in radio in order to incorporate and reflect the reality of Canada's ethno-cultural minorities, Indigenous peoples and persons with disabilities in their programming.

**For the purpose of meeting the reporting requirements established in Broadcasting Public Notice 2007-122 and in accordance with the definitions set out in paragraph 22 of the same notice, what is the size of the radio operator? The radio operator shall comply with the corresponding reporting requirement.**

Large (annual revenues above \$50 million)

### **4. Implementation of best practices**

**For informational purposes and in order to better understand how licensees are reflecting best practices with respect to employment equity / on-air presence and cultural diversity, please provide details on what steps the applicant has taken to implement these best practices and what the applicant has planned in the next licence term with regard to these initiatives.**

Corus is committed to being transparent and unwavering in taking the necessary actions to rid our organization of any form of racism or systemic barriers, and to create an inclusive culture—one in which equity and diversity can thrive.

In June 2020, Corus engaged the services of DiversiPro, a third-party equity, diversity and inclusion consultancy firm, with expertise in anti-Black racism, to help us bring about systemic change at Corus.

In the Fall of 2020, Corus presented a multi-year, 15-point Diversity, Equity & Inclusion Action Plan that lays out our key initiatives and progress in four key focus areas: Leadership, Workplace Culture, Diversity/Representation, and Internal Operations. The plan is updated every quarter (the most recent update can be found on our Corus website).

The following are some of the highlights from the past year per Key Focus Area:

1. Leadership:

- Inclusive leadership education was developed with an external vendor and rolled out to People Leaders at Corus.
- The Board established a new 'people and culture' component within the annual incentive plan for executive



leadership

- Regular monthly DEI updates to the Executive Leadership Team (ELT) and quarterly DEI updates to the Board of Directors
- Seven ELT members currently serving as Executive Sponsors to Corus Employee Resource Groups.

2. Workplace Culture:

- Three-module training program rolled out to employees at Corus, with a fourth module (mentioned above) focused on Inclusive leadership, for all people leaders.
- Six new Employee Resource Groups (ERGs) formed within the last year
- “Inclusion Index” now part of the quarterly Employee Engagement scoring
- New inclusive wellness offering put in place in 2021

3. Diversity/Representation:

- An enhanced Self-Identification Form launched in 2021 that includes disaggregated race and disability data, and now includes questions related to the 2SLGBTQ+ communities.
- As of May 2022, the new Self-ID form has been completed by over 70% of Corus people.
- A project team was put in place to review our processes related to sourcing, attraction and selection, with a DEI lens.
- We have expanded our network of community stakeholders and partners
- Currently developing a Creative Diversity Strategy focused on diverse and inclusive representation in our content.

4. Internal Operations:

- Employment Systems Review completed for the four federally designated groups
- An enhanced internal process is currently in place for reporting harassment or discrimination, including creation of a dedicated Ethics and Compliance Office
- In Fall of 2021, the DEI Council was relaunched with an updated Charter. The Council continues to be made up of a passionate group of Corus employees that work in news, sales, legal, production, technology and operations and includes people that represent various groups of people, including representation from people with a disability, women, and racialized communities, including Indigenous peoples. We have also added representation from our Employee Resource Groups to the Council.