ASTRAL MEDIA RADIO INC.

Cultural Diversity Policy

This policy has been adopted and will be applied in conjunction with Astral Media Radio Inc.'s *Employment Equity Policy* and *Content Policy*.

It forms part of the general corporate philosophy of Astral Media, which is currently active in the areas of specialty, pay and pay-per-view television, radio and outdoor advertising. It has always been a value and ambition of Astral Media to follow the employment equity policy in full, integrate Canada's linguistic duality into its operations, and reflect the multicultural and multiracial nature of Canadian society through its programming and its organizational structure.

GENERAL PRINCIPLES

Astral Media Radio adheres fully to the provisions of section 3(1)d)iii) of the *Broadcasting Act*, which stipulates that the Canadian broadcasting system should, "*through its programming and the employment opportunities arising out of its operations, serve the needs and interests, and reflect the circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of aboriginal peoples within that society.*"

OBJECTIVES AND GUIDELINES

Astral Media Radio is setting itself the objective of developing corporate practices that help accurately reflect the presence of cultural and racial minorities and Aboriginal peoples in the communities served by its radio stations and networks.

To that end, Astral Media Radio will acquire appropriate analytical tools to monitor carefully any social, ethnic and demographic changes in the populations of the provinces in which it has networks, and in the service areas of each of its individual radio stations. It will also ensure that the network programming and local programming of the various stations help accurately reflect the presence of cultural and racial minorities in the specific communities served.

Astral Media Radio's corporate practices with regard to cultural diversity will focus on three areas: hiring and retention of personnel; on-air presence of visible and cultural minorities; portrayal of visible and cultural minorities through programming.

1) Hiring and Retention of Personnel

a) General Objectives

The company's objective will be to ensure that Astral Media Radio employees are hired, promoted and remunerated on the basis of their competence and performance, and that no barrier or disadvantage is imposed on the basis of other factors such as sex, age, language or the fact they belong to a racial or cultural minority.

The application of this policy shall foster the development of a competent and diverse work force in all our different radio stations and services, to create a pool of human resources who can grow and develop within the company in an atmosphere of respect for their differences and their integrity.

While c*ompetence* will remain the basic criterion for hiring, compensating and promoting workers, *diversity* in terms of their social and cultural background, experience and outlook is seen as one way of ensuring a corporate dynamic that makes it easier for the company to adapt to change and be competitive.

Astral Media Radio can continue to be successful only if it creates a work environment that recognizes and rewards competence and, at the same time, encourages all employees to understand, respect and promote racial and cultural diversity.

This policy aims to ensure that no employee is refused advancement opportunities on any ground other than his or her skill or competence, and that no employee from the four designated groups will be subjected to working or pay conditions that are less advantageous than those offered to other employees performing the same duties.

b) Guidelines

In its public communications relating to offers of employment, Astral Media Radio will continue to present itself as an employer that adheres to the principles of job equity and equal opportunity.

All offers of employment from Astral Media Radio will be presented as being open to everyone, and all applications are given equal consideration, without any discrimination. Where candidates are equally competent, we give special weight to members of the four designated groups, and to members of cultural communities, if the latter prove to be clearly under-represented on the staff of the station, service or network concerned.

Astral Media Radio will make every appropriate effort to overcome the difficulties in recruiting personnel and to make the cultural and aboriginal communities aware of its offers of employment. In particular, its offers of employment will be published on the AWPI site, which specifically targets Aboriginal peoples.

Lastly, Astral Media Radio will make its management personnel more aware of the phenomenon of systemic discrimination and will provide them with tools to put them on guard against it. It will also raise awareness among all employees of issues related to diversity and respect for differences.

2) On-air Presence of Visible and Cultural Minorities

a) Objectives

The company's objective in this regard is to ensure that the on-air representation of hosts, reporters, columnists, resource persons and guests who belong to visible or non-visible cultural communities, or to one of the Aboriginal peoples, is proportional to the social, ethnic and demographic realities of each service area of our stations and networks.

b) Guidelines

To accomplish this, Astral Media Radio intends to analyze the composition of the on-air staff in each of its stations, in terms of diversity of cultural background, and compare these results with the statistical data available on the composition of the population of each of their service areas.

In any case of significant under-representation, Astral Media Radio will put in place specific, targetted hiring policies aimed at gradually correcting such under-representation as new positions are created or vacancies arise.

Astral Media Radio also intends to take the necessary steps to ensure that the various cultural communities are adequately represented in focus groups that are used to determine the interest that the target audiences of each station or network have in different musical selections.

3) Portrayal of Visible and Cultural Minorities Through Programming

a) Objectives

Astral Media Radio's cultural diversity policy has three main objectives in this regard:

- To portray the diversity of musical practice of Canadian and Quebec artists from all racial and cultural backgrounds in the musical genres that hold the attention of the target audiences of its networks and independent local stations;

- To encourage the airing of international musical selections featuring artists from communities that, in our various service areas, constitute racial and cultural minorities;

- To offer, through the programming of our stations and networks, a non-stereotypical portrayal of visible or non-visible cultural minorities and aboriginal peoples.

b) Guidelines

The music programming of our different networks and stations already meets the first two objectives listed above. Astral Media Radio will ensure that this remains the case and that its radio undertakings will continue to present a wide variety of musical works suited to the format of each network and station.

Astral Media Radio's Content Policy already includes guidelines aimed at ensuring a non-stereotypical, non-discriminatory and respectful portrayal of racial and cultural minorities and Aboriginal peoples. Astral Media Radio will ensure that this policy is strictly applied.

Astral Media Radio will endeavour to gradually develop research tools that make it possible to gauge the audience's perception of the *quality* and a*dequacy* of the portrayal of cultural diversity in the reference society that is offered through the programming of each of its networks and stations.