



Damian Inwood

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Dear local businesses,

I want to give you some exciting news about the Gulf Islands Community Radio Society and our bid to get FM radio back on Salt Spring Island.

After almost three years of hard work, we are now ready to put in our application to the CRTC for a community station licence.

To date, we have raised and spent more than \$21,000 for an engineering study to support the application. Since 2016, we have been streaming online music at www.islandsradio.ca and we opened a studio in the Senior's Centre last November. Since then, we have been streaming a live morning show, hosted by Scott Merrick between 7-9am Monday through Friday. We are adding more content to our live stream.

We regularly staff an information table at the Saturday market and sell radio merchandise to help with our fundraising, as well as being at the Fall Fair, Apple Festival and other community events. In February we played music at the Indoor Market at the Farmers' Institute and broadcast a live segment from the event.

As part of the application process, it is important to show we have broad community support and this includes the local business community.

I would like to include a letter of support from your business that I can attach to our application. It would also be helpful if you could indicate an interest in the possibility of advertising with us, in the event we are successful in getting our licence.

Let me know if you have questions or need more information

Thanks for your support,
Damian Inwood



OUR MISSION STATEMENT

Gulf Islands Community Radio Society seeks to establish a not-for-profit, community FM radio station operated and maintained by island residents for the enjoyment and education of the population of Salt Spring and the Southern Gulf Islands. Inclusive, entertaining, creative, and collaborative, Islands Radio will draw upon the extensive range of experience and talent of Gulf Island residents to develop and broadcast quality content and showcase the unique talents and perspective of Gulf Islanders.

OUR STORY

So much about the Southern Gulf Islands is unique – geography, topography, climate, nature, culture, values and lifestyle. Whether people were born here or moved here, their decision to stay here reflects a choice to be different.

The Gulf Islands Community Radio Society envisions a radio station which speaks to the distinctiveness of the islands and the people who live here. Not just weekly or monthly. All day. Everyday.

Radio on the Gulf Islands can and should be a vital public service, a community connector, and an awesome creative outlet.

Islands Radio will be a community communications hub – a diverse, eclectic, audio on-line and over-the-air meeting place for Gulf Islanders of all ages, stages and opinions.

Islands Radio will provide a vehicle for debate, discussion, and the exchange of ideas on local issues. We'll tell residents about local news and weather, if the ferries are delayed and be a vital source of information in emergency situations, such as the wind storm of December 20, 2018. We'll serve the Gulf Islands over the air and on-line. And we won't sound like any other radio station on the South Coast. We'll be unique, like the Islands and Islanders we serve.

Gulf Islanders live almost within a stone's throw of 3 million neighbours in Vancouver, Victoria, and southern Vancouver Island, but their news outlets rarely cover information about us.

OUR PLAN

The goal is to get a CRTC-licensed, over-the-air, community, not-for-profit radio station up and running with the financial sustainability in place to keep it running. To get there, we've developed a five-point action plan:

- 1. Enhance community support**
- 2. Build physical, human, and financial assets**
- 3. Develop programming and operations**
- 4. Complete and file a license application with the CRTC**
- 5. Raise \$85,000 in capital funds to get CHIR-FM up and running in 2020.**

WHAT WE HAVE ACHIEVED SO FAR:

In 2015, we set up a non-profit society, Gulf Islands Community Radio Society and since then have been actively fundraising to pay for our CRTC application. We have raised in excess of \$30,000. More than \$21,000 went towards a complex engineering study needed for our CRTC application. The rest has been used to run our online operations and our studio.

Summer 2018:

- Strengthen the GICR board of directors
- Develop a fundraising plan that prioritizes forms of financial support
- Establish a system for one-time donations online
- Establish a subscription program of ongoing monthly support.
- Seek support from other community and service organizations.
- Develop a grants application program to seek funding from all levels of government and foundations.

December 2018:

- Write business plan, marketing plan
- Write supplementary brief
- File CRTC license application

2019:

From the time it receives an application, the CRTC typically takes about a year to decide whether to grant a new license. During 2019, we will continue to expand our existing on-line radio service and build Islands Radio presence in the community. We look forward to receiving our license in late 2019. Assuming 4 to 6 months following CRTC approval to install transmitters and develop our studio/office facilities, **our target on-air launch of Islands Radio is sometime in 2020.**

Gulf Islands Community Radio Society



What makes us different?

The new radio station will truly be a “Community” radio station. It will be owned and run by locals for locals via the Society, which is a non-profit organization.

The vision is that this radio station will be available as a public service to the listening communities it serves. It will act as a vital link for residents in emergency situations like the recent devastating 2018 windstorm

This new station will rely on the support of the community through donations, advertising sponsorships and memberships.

IslandsRadio.ca
www.gjicrs.ca

We need programmers

We are currently airing a live morning show, hosted by Scott Merrick, which airs Mon-Fri from

7-9am on islandsradio.ca.

It repeats daily at 7-9pm.

AmanDa Pasca hosts her eclectic show featuring spoken word and music on Thurs. and Sun. from 4-6pm.

Aly Coy, hosts a half-hour weekly business show at noon on Thursdays.

If you are interested in producing and programming your own show or podcast, please contact us at:

president@gjicrs.ca

Help us reach our fundraising goal

If you'd like to support our capital fundraising drive, we are accepting pledges and donations to be held in trust until we learn whether we have been granted our CHR-FM radio licence.

For more information contact:

**Damian Inwood at
president@gjicrs.ca**

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IslandsRadio.ca



**COMMUNITY
RADIO**
SOCIETY

**Bringing FM Radio back
to the Gulf Islands!**



islandsradio.ca

GULF ISLANDS



COMMUNITY
RADIO
SOCIETY

**Bringing Live FM Radio back
to the Gulf Islands!**



Who Are We?

We are a group of people with a passion for local community radio! We are working to bring live radio back to the Gulf Islands and beyond. We have an extraordinary team of people pulling together for this effort.

We invite you to be a part of this effort by supporting the Society through volunteering and/or donations.

islandsradio.ca

Gulf Islands Community Radio

**Our licence application has been
submitted to the CRTC**

We have applied for an FM radio licence under the call letters CHIR, which is pronounced "cheer." Usually, it takes about a year for the CRTC to approve a licence and we then have two years to get on the air. However, we are already streaming live radio shows at islandsradio.ca and once we raise our capital budget of \$85,000, we believe we'll be able to get up and running reasonably quickly. Our aim is to get on the air in 2020.

How Can I Get Involved?

- a) Sign up as a member and receive the latest news on our fundraising activities.
- b) Make donations via islandsradio.ca, by e-transfer to president@gjcrs.ca or by cheque.
- c) Volunteer by contacting president@gjcrs.ca

\$20 Membership per year

Name: _____

Address: _____

City: _____

Post-Code: _____

Phone: _____

E-Mail: _____

IslandsRadio.ca
contactus@gjcrs.ca

Gulf Islands Community Radio Society

I want to Help!

Name: _____

Address: _____

City/P-Code: _____

Phone: _____

E-Mail: _____

This is what I can do to help
and the skills I can offer:

islandsradio.ca
contactus@gjcrs.ca