

# Sponsorship Proposal for Radio CJRC

- A bilingual community radio station for Clarence-Rockland and the surrounding area.
- Incorporated as Non-Profit January 2023
- Meeting: Clarence-Rockland Town Hall  
April 2023



# Mandate of Radio CJRC

- **To provide a community radio station with bilingual programming, in Clarence-Rockland and surrounding rural areas to cover the following;**
- Emergencies (hydro, water, environmental, road closures), the length of expected outage, what to do, where to go
- Local news, events, special events
- Local sports (winter and summer)
- Classic rock radio content
- Talk shows
- Podcasts
- Connecting people with news and resources

## **COMMUNITIES COVERED**

- Clarence
- Rockland
- Hammond
- Bourget
- Cheney
- Over 30,000 listeners



# The Committee

The Committee is composed of volunteers:

- **\*Diana Kirkwood**
  - **\*Jean-François Houle**
  - **Michel Richard**
  - **Vacant**
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- **\*Manages the financial and banking transactions**



# Budget for Radio CJRC

## Liabilities (Monetary)

- Transmitters, Clarence and Rockland, at least 5 watts  
(include cable, engineer study, installation & taxes) 13,000
- Start up fees (Incorporation as Non profit, National  
Campus and Community Radio Association, SOCAN,  
Engineering fees (package for CJRC) 4,000

## Year to Year Expenses (Operating)

- Internet access (Hosting website, Cloud server,  
Scheduling software) 3,000

## Year to Year Revenue (estimate)

- Memberships, Sponsorships, Advertising 5,000
- **TOTAL 15,000**



# Social Media

**Radio CJRC will be available through;**

- Internet: radiocjrc.com
- Facebook: <https://www.facebook.com/search/top?q=radio%20cjrc>
- Twitter:
- Radio: Frequency to be decided
- TikTok
- YouTube
- Instagram

# The Ask

- Is funding available to assist us with expenses for the start up of the Radio CJRC bilingual community radio station for Clarence-Rockland to reach a greater audience during emergency situations?

A community based radio station would provide more accessibility to respond to the needs of the population and to further assist first responders to quickly relay information to the community.

- Is office space available for the radio station, to conduct business, anywhere in Clarence-Rockland and close to emergency services? The room requested would be 15' x 15' approximately with internet access.
- Is space available to install the transmitting towers/antennas in Clarence and Rockland?



# Next Steps

- Applied for the Canadian Radio-television and Telecommunications Commission (CRTC) licence. It takes about 8 months to get approval.
- Buy and install the transmitting towers.
- Continue to build the website and promote content leading up to the radio being broadcast online.



# Thank You!

Please contact us if you have further questions:

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