

# CHRY 105.5FM FALL PROGRAMME GUIDE

## A BIRTHDAY NOTE

As we mark the 5th anniversary of CHRY's debut on the FM airwaves, I find it illuminating to look at the past five years and review the major differences between the "baby" CHRY of 1987 and today's CHRY.

The first major difference is in the maturity of our programming. Constructive feedback from our listeners, along with the ever growing pool of programming expertise within the station ensures that the station is responsive to and in touch with the needs of its audience.

Then there's the difference in the size of both our volunteer base and our listenership. The two are intimately connected. The volunteer base of the station is much larger now and reflects the size and diversity of the CHRY community. This community continues to grow in both size and active support of CHRY as shown by our annual fundraising drives.

Perhaps the biggest difference is the degree to which CHRY is a part of the community in which it lives. Through participatory programming that includes phone-in shows, live remotes, community sports broadcasts, and coverage of community groups and events, the station has links with its listeners in real,



## Anniversary

concrete terms.

However, one thing remains the same: the station's basic programming thrust—it's interpretation of our original mandate. In 1987 when CHRY received its FM license it was to provide an alternative radio service to a variety of constituencies whose needs were not being met by existing radio stations. In my view, CHRY continues to successfully fulfill its mandate.

**Well done and happy birthday CHRY!!**

*Kaan Yigit*

First Programme Director

### DOLLAR WHINE

*What is CHRY?*

Come on. Out with it. We know you listen to us. In the wee hours of the morning. When taking a break from it all in the afternoon. Getting ready for a hard night on the dance floor. Tuning in for

that very special dj that seems to know just what you have to hear each and every week. Or bouncing around the dial looking for something that hits the spot.

We know you listen. That you call in with requests. That you've made the scene at CHRY sponsored concerts or events. And some of you have pledged on our fundraising drives. And even paid!!

*So what is CHRY?*

Music. Definately. Our music programmers spin discs that you would never hear on commercial radio in a million years. And some stuff that you wouldn't even hear on other community stations.

*So what else?*

News and spoken word programs? Sure. We speak community access. In many tongues and for many communities. Our twice daily news and sports broadcasts bring you stories that commercial radio wouldn't even think about. They'd make noises about events being "too local" to be of wide interest. But CHRY's news department exists just to bring you the news that's important to you.

And people recognize the

quality of our spoken word programming. "Bread and Butter" was a finalist for a human rights award. And "Cutting Edge" was singled out by the provincial government as a model for community access programming.

Anything else? Lots. At least 150 of them. When we say we're a volunteer-driven station we mean it. CHRY has only 3 full time paid staff. Then there are a few part-timers. But for the most part, the people who come in contact with your ears are volunteers. These people are here all the time. They come in 24 hours a day just to play the music, write the stories, do the interviews that you want to hear. Volunteers -- that's what this station is about.

And that's what fundraising is all about. It's about getting the money so that the station does credit to its volunteers (and listeners) by providing them with the best facilities it can. It's a way of showing these volunteers that you appreciate the time and effort they put in every week.

For me, fundraising is outreach. It's a way of connecting with our listeners, knowing that we are doing our job right. Seeing in a very real way that CHRY is an important part of people's lives. Like when a single mother comes in from Malton with her two teen aged kids to pay her pledge the very same morning she called it in. Or the two skins who hitch-hiked in from downtown to say a few words on their favorite show and to pay their \$2.00 pledge. It was raining that night.

Lots of good memories from last year. Lots of good people.

This year means we've been on the FM band for five years. We're asking for \$45,000. \$45,000 for 150 people working for five years, bringing you the music you love, giving community groups a voice.

That's not much to ask for is it? I don't think so. **From September 23rd to October 4th dig deep.** Remember who you're helping.

*Howard Tessler*

Development Co-ordinator

