



A Request for Community Support  
City of Greater Sudbury City Council  
October 29th 2019

# History on the Radio Waves...

- 1984 with a small closed-circuit system from room G7 in the Single Students Residence at Laurentian University.
- 1986, the Students' General Association (SGA) proposed a referendum to increase association fees by 4 dollars per student in order to fund the station's progress.
- 1989, the levy was raised to 10 dollars per student following another successful referendum.
- November of 1990, the Laurentian Student & Community Radio Corporation was formed. This established the station as a distinct legal entity.



# History on the Radio Waves...

- February of 1996, applied to the CRTC for an FM License, and was granted a **Campus AND Community** licence station to broadcast at 96.7Megahertz. Call letters change from CFLR to **CKLU**.
- CKLU moved to Student Centre in Parker Building 2005 as part of the Laurentian University's Ontario Trillium Grant.
- April of 2016, CKLU moved from the LU main campus to its current location in downtown Sudbury at the McEwen School of Architecture.



# Volunteers in Action...

The Station has been broadcasting for 35 years.

Only Campus & Community station in N.Eastern Ontario.

Over 175,000 volunteer hours so far.

Average of 50 dedicated volunteers per year

# of shows in a week: 55



# Volunteers in Action...

- All on-air volunteers are trained to both produce and broadcast their own programs.
- Our programming often features
  - live in-house performances
  - engaging interviews
  - coverage of local sports
  - partnerships with festivals
  - school & community events.



# Our Place in the Community...

- The goal of CKLU is to provide quality alternative programming that includes the students at Laurentian while also reflecting the diversity of the community members of Greater Sudbury.



# Our Community Partnerships...

- La Nuit Sur L'Etang
- Northern Lights Festival Boreal
- Bloom
- River & Sky
- UpHere
- JazzSudbury
- Cinefest
- Sudbury Theatre Centre
- Galerie du Nouvel Ontario (GNO)



# Fiscal Realities...

2018 -2019 SGA contribution to CKLU	<b>\$45,670</b>
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2019-2020 SGA contribution to CKLU (projected)	<b>\$3,000</b>
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- Average Yearly Costs
  - TVO Tower \$10,000-\$15,000
  - Licence & Assoc Fees; \$2,500
  - ...
- Short-term measures
  - Paid Staff reduced from 8 to 0



# CKLU Fundraising

2015 - 2016	\$0
2016 - 2017	\$4,230
2017 - 2018	\$22,990.00 (Case of the Missing Mayor)
2018 - 2019	\$11,533.88
2019 - 2020	(\$15,000 projected)



**DONATE TODAY!**

# Today's Request...

- CKLU did not have time to prepare for the Government's action and subsequent destabilization of core funding
- The request for \$25,000 is to help CKLU reestablish a new funding reality
- The funds will not only help CKLU but represent the opportunity to promote:
  - Partnership with Downtown Businesses
  - City supported festivals and events
  - City Initiatives



Thank you for listening to CKLU 96.7

