

Diversifying the Media Landscape in Greater Vernon

With your help, we are building a new, entirely different kind of radio station. Our primary purpose is to enrich the social and cultural fabric of Greater Vernon, with a wide variety of musical genres. This is music not now heard on local radio. Citizen journalists will gather and present news. Local hosts will anchor spoken word programs including an open line show and in-depth interviews.

With your help, 97.9 Valley FM will begin broadcasting on or before October 1, 2021.

The Exciting Solution

Working together, we will build and operate a locally owned and managed not-for-profit radio station that responsibly answers the community's call to provide local input, volunteer participation and fresh, relevant and enduring content.

vernoncommunityradio.ca



97.9 Valley FM VERNON

The Vernon Community Radio Society

is a not-for-profit organization, registered under the Societies Act of British Columbia. We are a group of community volunteers dedicated to the creation of a new over-the-air FM broadcasting undertaking. In accord with CRTC (Canadian Radio-television and Telecommunications Commission) regulations governing community radio, CFAV-FM will offer programming that is materially different from content currently provided by private broadcasters and by the CBC.

There are 131 community radio stations across Canada.



97.9 Valley FM's Block Programming Plan

20% of the content will be spoken word programming. A sample block programming schedule is on our website, www.vernoncommunityradio.ca.

Valley FM will reflect what our community wants to hear, not what a broadcast executive in Kelowna, Vancouver, or Toronto tells our community it wants to hear.



Community Radio For Greater Vernon

News has become a series of 30 second sound bites edited down from longer interviews. Long form interviews may well be important to us all, but we never hear them. Information is often limited to public service announcements, which commercial stations use to fill unsold airtime. Listeners rarely hear community voices, information about local sports, our robust arts community, or local talent.



Community Radio Delivers What You Asked For

Community Radio delivers hit music we all remember from the 1950's through to today. It delivers jazz, blues, folk, country music, and old standards. It delivers memory music like Christmas carols you can sing along with, recognizable hits from your youth, faith-based programming, ethnic, international, and First Nations. Our playlists will draw from a library of over 5,000 selections. We will showcase emerging local and regional talent, classical music, news, commentary, and local open line programs that Greater Vernon listeners told us they want to hear.

Community radio is the community; it is community news from and by community people; it is a wide variety of musical choices; it is community voices on the air, (polished or not), it is friendly and informative and is never too full of itself. It is not Community Radio's job to be popular. It is our job to be necessary.

Ways to Donate

1. E-Transfer your donation to vernoncommunityradio@gmail.com
2. Mail your cheque to Vernon Community Radio, 1013 Mt. Atkinson Place, Vernon, BC, V1B 3Z2
3. To learn more about exclusive partnership opportunities, please contact Gordon Leighton email: glighton@telus.net



Community Radio Volunteers Have Fun

97.9 Valley FM volunteers will help create daily broadcasts. They will train to go on air and to produce programming.

Community radio can be a starting point for new careers. Volunteers of all ages, from teens to seniors are welcome.

Why not consider joining our team of volunteers and becoming a community broadcaster!



Community Radio Is Financially Viable

The CRTC estimated that Valley FM would be viable with just 5% of available commercial dollars in the market and would not negatively affect existing stations. 97.9 Valley FM will give advertisers and local businesses an opportunity to sponsor programs in new and different ways, borrowing from successful strategies used in public broadcasting.

97.9 Valley FM will be on the air in 2021

What will you get in return for your help? You will enjoy the satisfaction of knowing our community will be different and forever better because of your generosity. We will gratefully thank you for your decision to support this new community broadcast service. 97.9 Valley FM will permanently recognize you in our studios, in our communications materials, in social media, on our website and in as many ways as possible! We are very excited about bringing Community Radio to Greater Vernon: please help us make this happen. Thank you for your Support.

Community Radio Needs Your Help

We need your financial help. Community radio is not a charity nor is it focused on a single cause. Instead, it is a radio station made by the community, for the benefit of the community and owned by the community. Our goal is to raise \$200,000 for equipment, installation and start-up costs. Financial help can take several forms: A one-time donation; a pledge to donate (which can be amortized over two or three years); a donation of in-kind goods or services and sponsorship contracts for naming rights of studios and equipment.



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