



November 2013

## Goals:

- Hire, on commission, a marketing/salesperson
- Add more locally-produced spoken word programs
- Continue to reach more people through the airwaves at 93.7

Radio is storytelling – a timeless human tradition – that has the potential to explore and explain the many cultural changes occurring in a community.

We are not driven by commercial mandates or making money. We draw people from areas of the community that are typically missed by mainstream media. We are the Shuswap, in all our diversity of ideas and backgrounds.

## One Year Anniversary Approaching

December 10<sup>th</sup>, 2013 marks one year since the Voice of the Shuswap's inaugural broadcast from our studios at the Downtown Activity Centre in Salmon Arm.

We are both excited and nervous as we approach this anniversary. We have accomplished so much, but there is still a long way to go.

Some of our priorities include: recruiting more volunteer broadcasters, raising funds, and finding a commission-based marketing person.

Part of our community radio license requirement is to have 15% locally produced spoken word. This means finding more volunteers who want to have a talk show on CKVS.

In our original meetings, dating back years before the radio began its broadcasting, we had huge community input. If you were one of these people, perhaps you'll consider getting involved again with your community radio.

The programs suggested included shows about:

- Organization-specific promotion: Trail Alliance, SPCA, Dragon-Boating, Birding etc
- Business experts
- Live theatre, reviews and rebroadcasts
- Coffee house and writing clubs, hobbyists
- First Nations programming
- Call-in shows
- Environmental/political debates

- Travel ideas for locals and tourists
- Live event coverage
- Foreign languages
- Live hockey coverage
- Story reading from original authors, book reviews, etc
- High school / youth focus
- Spirituality or inter faith dialogue
- Education programming
- Parenting or children's programs
- Community calendar

Many of these ideas can now be heard on CKVS, but there's always room for more. Contact us if you have the passion, skills, or concerns that the Shuswap needs to hear about. Our next Radio Skills workshop will be in December.

## News & Highlights

While we continue to offer our listeners a way to engage more deeply with the community, it's time to boast a bit. At 17 Dylan Dodge is our youngest broadcaster & has gone from being mentored to putting together his own one hour show. We also have Rick Robinson who is realizing his dream of hosting a show, and Richard Sevigney whose show is being picked up by Kamloops. Ed Murdoch is on his way to syndication and a book publishing deal! Thanks to online streaming, the Voice is also being listened to around the world. We have had confirmations of listeners across Canada as well as Alaska, Massachusetts and as far afield as Japan, the UK, and Netherlands.

### EMPLOYEES!

We have recently acquired a grant for two people: Jeanette Clement, for music librarian and Louis Thomas, for First Nations recruitment. Both have proven to be indispensable to our operations.

You will meet Jeanette at the front desk, but she's behind the day-to-day station operations, ensuring your logs are completed and hosts know when to appear for their shift.

Louis has found 12 eager broadcasters. Three are working on a long-form

documentary on residential school and FN identity. Louis has already created new stories based on traditional Secwepemc legends.

### FACTS:

Membership is at: 229  
Show hosts: 20  
AGM: February 18, 2014

### COMING SOON:

Gardening show  
Electronic & old time country music shows

Current show summary next page. Also, visit our web site for broadcast times and days.

Acoustic Avenue – Ted Crouch

*Presenting the new music of emerging and established artists across all genres*

All Over The Map – Dale (Bushy) Bush

*World music with a weekly focus on different parts of the globe*

Artscape – Tracey Kutschker

*Interviews and discussions on visual arts exhibitions at Salmon Arm Art Gallery and other local venues*

Audio Events Calendar – Leah Shaw

*A daily summary of Shuswap activities ranging from music events to seasonal meetings*

Bach To The Beatles – Chris Schon

*Appreciating classics from Bach to the Beatles*

Blu Jay Café – Blu Hopkin (returning soon)

*Canadian acoustic music and interviews from near and far*

Darklighter – Rick Robinson

*Heavier rock from the well known to the obscure, and a surprise genre or two*

Sponsor: **Gudie Hupfauer**

Driving Through My Memories – Edgar Murdoch

*18 wheeler fact, fiction, music and info. Ride around North America with Ed*

Sponsor: **Salmon Arm Proair Heating and Cooling**

Festival Radio – Hugo Rampen

*Insight into music festivals past and present*

First Nations Programming (coming soon)

Sponsor: **Tim Hortons**

Let's Make a Difference – Jeanne Hill

*Noteworthy citizens active in the arts, business, wellness and education sectors. Interviews, with musical variety*

Live in the Shuswap – Richard Sevigny

*Showcasing the best in local concerts by local performers*

Music of Faith & Inspiration – *An hour of musical selections to inspire you*

Shuswap Dance Fever – Cosmin Man

*(Trance) music to warm you up before you go out on a Saturday night*

Silverback Attack – Dylan Dodge

*Following the Salmon Arm Silverbacks hockey team*

The Core of the Matter – Steve Corrie

*Talk/ interviews with area personalities to enlighten, inform and entertain.*

Sponsor: **Askew's Foods**

The Morning Show – Trevor Schaafsma and Brent Ross

*Talk and interview, news, music, opinion*

The Muse – Gail Mowatt

*Conversations with world class artists*

Vinyl Suitcase – Brian Morris

*Music & stories of artists, eras & historical recollections, off the wall humour with a distinctly Canadian flavour...!*

Westerly Flow – Dan West

*An eclectic mix of music, community info and opinion*

What So What?– Jerre Paquette

*Challenging facts & myths about food, its surprising links to our life styles, the world of politics, and the influence of economics*

Sponsor: **DeMille's Farm Market**