



CJNU Nostalgia Radio Community Newsletter

September 2021



Coalition promotes safe socializing for vulnerable seniors

CJNU welcomes the Host Sponsor for the month of September: *Aging Well Together*. *Aging Well Together* is a coalition of older-adult-serving organizations in Winnipeg that are working to increase the social engagement of older adults in our city and province. Partners include A & O: Support Services for Older Adults, Manitoba Association of Senior Centres, Active Aging in Manitoba, Transportation Options Network for Seniors and the University of Manitoba. This coalition aims to streamline and individualize meaningful support services for vulnerable older Winnipeggers and Manitobans who are socially isolated or at risk of becoming socially isolated. This work includes improving awareness in the community about the importance of social connections, and providing older adults with access to resources and programs that provide opportunities for safe, social involvement.

Research has demonstrated that social isolation can be detrimental not only to one's mental health but also to one's physical health. Social isolation is linked to an increased risk of coronary heart disease and stroke, dementia and mortality. In terms of health management, social isolation has been compared to smoking 15 cigarettes a day.

While social isolation can occur at any point across the life course, it disproportionately affects older adults. We have all seen the negative impact of social isolation as a result of COVID-19, especially for those who were already isolated before the pandemic. Efforts to maintain connections must continue post-pandemic.

The *Aging Well Together* coalition is working to share information about these innovative social engagement opportunities that exist for older adults living in the community. No matter what barriers may exist, we can help find options that best suit their needs and support them in participating in safe, meaningful, social engagement. We offer a wide variety of programs and services that allow the safe participation and involvement with others. In fact, some of these pro-

grams are the first of their kind in Canada!

Learn about your local senior centre, or group, from the Manitoba Association of Senior Centres. Hear about Active Aging in Manitoba's safe and guided physical activity programs that link you with a peer leader near you. Join A & O: Support Services for Older Adults' *Senior Centre Without Walls* programs which take place over the phone from the comfort of your own home, or get matched with a volunteer for scheduled conversations and meet-ups through the *Connect* program. Find transportation options for older adults by calling 2-1-1 or by visiting 211.mb.ca.

For more information about the social engagement options available for you, or an older adult in your life, please call 204-956-6440. We'll help find the connection that's right for you! 🍂



September goes blue for Alzheimers

Let's turn Manitoba blue this September for *World Alzheimer's Month!*

Worldwide, an astounding 50 million are diagnosed with dementia and over 23,000 of them live in Manitoba. Having a globally coordinated *World Alzheimer's Month* sends a strong message to governments and policy makers, alerting them to the

fact that dementia is a serious health issue that will have overwhelming implications on services and health systems around the world as the population grows older.

We'll be wearing blue on *World Alzheimer's Day*, September 21, to show our support. Will you? Make sure to post your photos to social media, tag us and use the hashtag #goblueforalz.

World Alzheimer's Month

September 2021

#GoBLUEforAlz

Alzheimer Society
MANITOBA
Dementia Care & Brain Health

September 30, 2021 marks the first
National Day for Truth and Reconciliation

CJNU Was There

Concordia Golf Classic, August 18, 2021



Top: Elmhurst Golf & Country Club was superb as host of the sold-out event. Thank you to all the sponsors!

Right: Adam Glynn, Frank Stecky and John MacLise broadcast live at the tournament.



Golf Cart—CJNU was proud to be a sponsor.

CJNU Personality Corner

Lance Burdett

I was born and raised in the Interlake in the Oak Point and Lundar communities. In 1977, I attended Red River Community College in the Electronic Technology Program. My 35-year career with Manitoba Hydro started out in Gillam, where my wife Erin and I started a family. After seven years, we moved back to Winnipeg with our two daughters.

My hobbies include running half-marathons, biking through the trails of Winnipeg and playing in a classic rock cover band. I also do basic repairs on homes, cars, electronics or whatever else I can take apart.

I like many different music genres. I get as much enjoyment from a three-piece, coffee-shop band as I do from a full arena concert. You can find Eagles, Blue Rodeo and Bob Seger t-shirts in my closet. I also search YouTube for buskers from around the world.

While employed at Manitoba Hydro, I was involved with setting up the network for a radio station at 360 Portage Avenue. The station stayed for a month and moved on. (This



was likely around the early days of CJNU.) I promised myself I would volunteer at CJNU when I retired. One year after retirement, I came across a CJNU broadcast at Grant Park Mall and filled in the volunteer form.

I volunteered at CJNU to learn and support the technical aspect of keeping the station on the air. Within 24 hours of signing up, I was asked if I wanted to operate/produce at the station. I accepted the invitation and was introduced to Ernie Nairn, who gave me the operator training three days later. These opportunities led to other opportunities.

I am involved with the technical committee, move team and news team; as well, you can find me hosting the *Monday Morning Breakfast Show* and producing the *Thursday Morning Coffee Mix* with Wayne Bruce.

This volunteer position started out as a learning experience, and I continue to learn every day.

I get to meet people I would not likely cross paths with if I was not involved with CJNU. I still remember the listener who brought me cookies every Thursday while I was working at a remote location.

I definitely get more out of CJNU than CJNU gets out of me. 🍪

Go Fish!

(Some assembly required)

Have you ever tried to put together an 'in the box' piece of furniture (some tools required)?

Assembling a good baseball team in the American association comes with the same set of frustrations, and hopefully, rewards.

Here are the instructions:

An active roster of 25 players:

- ◆ a maximum of 5 veterans (six or more years of service)
- ◆ a minimum of 5 rookies (less than one year of service)
- ◆ the remainder your squad is designated LS (limited service) with additional conditions and restrictions
- ◆ then, there is the AA's team salary cap plus a minimum salary for each player

Now that you have navigated the league's rules, here are some other considerations as you create your team:

- ◆ How many pitchers will you carry for a 100-game season?
- ◆ How many will be left-handed? Right-handed? Starter? Reliever?
- ◆ Two catchers? (It is a long season!)
- ◆ Maybe four outfielders? Infielders who



Rick Forney has been Goldeyes' manager for 16 years.

can play more than one base? Left-handed batter? Right-handed batter? Great to have a switch hitter among them?

These are the decisions that Goldeyes Field Manager Rick Forney and the Goldeyes' general manager have to make each year. As good as their decisions and signings are, there are the unforeseen:

- ◆ COVID-19 and the closing of the Canada-US border for two seasons
- ◆ injury to players during the season
- ◆ or, a major league organization swoops in and picks off some of the team's best players

That is what happened this year as two of the top Goldeyes pitchers signed with major league teams.

Despite all these issues, year after year, the Goldeyes field a competitive and exciting team, not to mention back-to-back championships in 2016 and 2017! As of the writing of this article, the team, with the loss of a couple great young arms, and playing in a strange ballpark, has fought back to the .500 mark. LET'S GO GOLDEYES!

CJNU is the Official Radio Voice of Your Winnipeg Goldeyes since 2015. 🍷

~ Charles Lumin



Goldeyes: Welcome back to Shaw Park!

My (pretend) summer vacation

I'm floating on my back in the shallow, turquoise-blue water, squinting up at a cloudless sky while the sun wraps me in its warm embrace. My husband is there too, swimming (I guess one could call it that) in the deeper blue liquid. After a while, we retire to our 11th-floor suite with a galley kitchen, small living room and the most beautiful view you could imagine (at least, in this part of the world).

No, we're not on a Hawaiian vacation. We're at our condo on Roslyn Road, which we just started renting 10 months ago. Blessed with two outdoor pools, one that goes two-and-a-half metres down for the serious swimmers (and my husband), and the other, which just reaches my armpits, for the "splashing around" kinds of swimmers like myself.

Once we've ridden the elevator up to our suite, I remain in my new bathing suit, which I bought in one of those chic boutiques with the cutesy names—like Splashy Swimmer or Tops and Bottoms—filled floor to ceiling with suits that were way above my budget but screamed to me from the hangers "You're worth it!"

I considered their advice and purchased a flattering (read: slimming) one-piece suit I couldn't afford, but could comfortably wear at the pool or lake. (Let's face it, people, I'm not getting any younger—let the 20-year-olds who stroll down the beach half naked have their day in the sun—after all, I did.)

I open the door to our sun-soaked balcony, step onto the weaved rug (one of our many Wal-Mart purchases) and stretch out on my swing to dry off—the latest Sandra Brown thriller in hand. Immersed in the activities of dedicated undercover agent Drex Easton (I know, the name is too cool for a real FBI agent, but the author makes it work), I hardly notice mother nature's canvas of leafy trees, blue sky and tranquil river surrounding me. When I'm sufficiently dry, I step back into



Enjoying the pool on my "pretend" vacation.

our air-conditioned condo, ditch the bathing suit and slip on an outfit from my COVID-inspired wardrobe—sweats and a t-shirt.

Evenings bring incredible sunsets—the kind they write songs about (sounds corny but it's true). It's not unusual to look out our living room window and see swirling colours of orange, red, yellow and pink, as the shiny gold ball slowly retreats under the

horizon. Sometimes, I feel in awe of nature. Other times, I say "What? Another sunset? Gimme a break!"

However, until COVID leaves us for good, I must make do. Yes, most borders are closed and travel is, at least for now, seemingly out of reach. So allow me, please, to continue my pretend vacation. I'll be in the pool. 🙌

~ Robbi Goltsman-Ferris, Editor



Sunset from 11th floor, Roslyn Road

Mind Games

How well do you know CJNU?

See how many of these questions you can answer correctly.

1. Who is a founder of CJNU and kicks off the weekend with his blend of nostalgia music?
2. Every History Vault is a _____ in _____ with Garry Moir.
3. Who is Canada's snowbird, a perennial favourite heard on CJNU's air waves?
4. CJNU is grateful to this organization, *For Good and Forever*.
5. Shirley is our dedicated volunteer who makes calls reminding us to: a) eat a healthy breakfast b) go for a walk c) renew our CJNU membership.
6. His students called him Mr "D." Now listeners can call him with requests on Mondays.
7. The CRTC makes the rules and CJNU abides by Canadian musical content of at least a) 10%, b) 20%, or c) 60%?
8. Rather than explaining the spacetime continuum for the next generation, he gives us the Tuesday afternoon newscast.
9. This local business on Lilac Street offers up delicious croissants to our members.

Expert Level:

True or False: The Irish Rovers are the favourite musical group of CJNU's Chairman Lorne Kearns. *Answers to Quiz on last page.*

The CJNU signature sound

The *Signature Sound* for CJNU was first articulated in 2012 as nostalgia, easy listening, and so much more. It is the "so much more" that is less easily defined and understood.

A newly re-established program committee revisited the topic at the direction of the board of directors in February 2021. The two key points were to develop consistency among all prime-time programs on weekdays 6:00 am to 6:00 pm, and weekends 9:00 am to 6:00 pm. This was accomplished through a greater reliance on the *CJNU Legacy Library* and a stronger emphasis on the *Signature Sound*, dominated by pop standards, adult contemporary hits, easy listening orchestras and jazz genres such as big bands.

What ratings information we have makes it clear that CJNU listeners tune in for extended periods so, while we acknowledge each presenter's personality and musical taste, our listeners expect a cohesive sound. We are not necessarily all in the same boat, but rather, we are all rowing our boats in the same direction on the same lake.

It is the sound that matters. Our core repertoire covers the period from the late 1930s to the early 1980s. However, music from any period is acceptable if it fits the *CJNU Signature Sound*. Some tunes we play are outside our core music base—these include the great, all-time standards. There is also a good catalog of music and performers from the 80s to present-day that fit our sound. Contemporary performers like Michael Bublé and Diana Krall, for example, can give a fresh lift to an old tune.

Adult Contemporary does not guarantee a spot on a CJNU playlist. Tunes on adult contemporary lists from the 60s and 70s are usually suitable, but the 80s, or more recent



listings, become less compatible with the *CJNU Signature Sound*. CJNU tries to focus on soft, adult contemporary music.

At CJNU, we have the luxury of being able to pick our own music. Along with that luxury, is the obligation to play music that fits our regulatory requirements. CJNU has acquired the complete *Canadian Talent Library* and continues to add local and regional artists to the permanent collection. Our CRTC license requires we play 20 per cent Canadian content. We have thousands of instrumental selections to help with the pacing of

the music. The formula that governs CJNU's Canadian content requires that one-third of all music we play be instrumental.

While we highly encourage listener participation in our programming, we always strive to ensure that a musical request fits the CJNU sound and the program. The time of day and program host decide what in our *Legacy Library* best suits the playlist. That difference in taste and approach allows CJNU to celebrate both variety and consistency. 🙌

~ Grant Patterson,
Chair of the Program Committee

Prostate cancer research fuels Ride for Dad

The Annual Ride For Dad Manitoba is in full ride mode. Because of the COVID-19 restrictions, the organizers chose the theme *Ride Alone Together*. Riders have fanned across the province in routes of their own choosing.

As with the other registered riders, CJNU's Easy Media Rider, Justin Baraniuk, has been gearing up for the ride. You may support Justin, or any other registered rider, by going to ridefordad.ca/manitoba. Type in Justin's name or the name of any other rider you wish to sponsor, make a pledge, and receive your tax receipt.

Learn more about the disease. CancerCare Manitoba has an excellent information page: cancercare.mb.ca/Treatments/treatments/manitoba-prostate-centre

Proceeds from the Ride stay here in Manitoba to support vital prostate cancer research and education. 🌻



CJNU's Justin Baraniuk participates in Ride for Dad.

Solution to August crossword—Music Makers

J	I	M	M	O	R	R	I	S	O	N			C	H	R	O	M	E				
	R		O							E			H						L			
R	A	I	N	Y			T	H	E	P	I	A	N	O	M	A	N		L			
			K							L			I	L					A			
	C	H	E	R			J	U	D	Y	G	A	R	L	A	N	D					
	E		E				U			O						N						
C	L	A	S	H			D			U			S	I								
	I						D	I	A	N	A	R	O	S	S				L			
	N						S			G			N		M				A			
	E		H										G		O				R			
	D	I	A	M	O	N	D						B	A	R	B	R	A				
	I		R										I	I					O			
F	O	U	R	T	O	P	S						R	S	S							
	N		Y				P	I	N	K				D	I	E			E			
			C				I			E							T	A	M	M	Y	
			H				D	I	C	K	C	L	A	R	K				T		A	
			A				O			E			L		O			H	E	A	R	T
			P				L					Y		S		A					Y	
			H	I	L	L								E		N						
			N				Y									K						

ANSWERS TO QUIZ: How well do you know CJNU?

1. Bill Stewart
2. Moment in Time
3. Anne Murray
4. The Winnipeg Foundation
5. c) renew our CJNU membership
6. Tom Dercola
7. 20%
8. Patrick Stewart
9. The Frenchway Cafe
10. False



**NOSTALGIA
RADIO**