



# IN TUNE WITH OUR COMMUNITY

93.7 FM | WWW.CJNU.CA | @CJNU937 | BELL MTS TV CHANNEL 725



## More than Meets the Ear

- We are Winnipeg's only English language community licensed radio station – dedicated to accentuating the positive
- We are mandated by the CRTC to sound different and distinct to the rest of radio – meaning we try hard to offer a service that differs in both style and substance to that of our colleagues in Public and Commercial radio
- We work closely with fellow non-profits, charities, arts and cultural organizations, community groups, and small local businesses, to shine a light on the good things happening in our community
- We choose to share our platform with as many as possible, and work hard to amplify the voices of others to help tell their stories
- We specifically target an audience of discerning listeners aged 50 and older – a potential reach of over 250,000 people in the Capital Region – but we take an intergenerational approach in everything we do
- We operate as a not-for-profit, community service co-operative, incorporated under the Manitoba Cooperatives Act – governed by a board of directors with a mix of persons from media, business and broader community backgrounds
- We broadcast at 93.7FM to the capital region of Manitoba
- We are carried province wide on Bell MTS TV channel 725
- We are available around the world online at CJNU.ca, and via all major streaming apps including TuneIn, Streema, Radioplayer Canada and more
- We create and share content on-air, online, across our community, and beyond
- We are the Official Radio Home of Winnipeg Goldeyes Baseball

*"These are the stories that are not told anywhere else. These are the connections where we can make, that don't happen anywhere else."*

Sky Bridges  
Winnipeg Foundation

THE WINNIPEG FOUNDATION  
For Good. Forever.


*"CJNU exists because of community, because community's working together to produce it, to support it, to listen to it, it tells stories that other media aren't telling – that's very important."*

Bob Cox  
Former Publisher (ret'd)  
of the Winnipeg Free Press

**The Free Press**

*"CJNU promotes so many great charities in our city, in our province, and not every station has the ability to do that, doesn't have the mandate to do that, and CJNU does have that mandate to promote charities, to promote community and good works out there."*

Andrew Collier  
General Manager Winnipeg Goldeyes






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## On Air



### Timeless Classics from Legendary Artists

- Roughly 85% of our output focuses on music
- Our 'Legacy Library' spans over 100 years - featuring some of the greatest music ever recorded
- Our core daytime programming has a particular focus on the smooth sounds of the 50s, 60s, 70s and early 80s - the music of our lives
- During the evenings and weekends, we offer specialty music programming - diving deeper into genres like classic country and jazz
- We are committed to playing selections from Canadian artists - especially those from Manitoba

### News and Information

- Roughly 15% of our output is dedicated to meaningful spoken word
- We hold both short-form, and in-depth conversations with community members - to highlight the good work being done in our city and province to deal with some of the difficult challenges we face
- We produce local newscasts every weekday morning and afternoon, in partnership with the Winnipeg Free Press
- We are a BBC World Service affiliate - with access to international news and content to supplement our local offerings. We carry BBC Topline - a 90 second update on world news - during our weekday Breakfast shows

### Live and Local

- We broadcast 24/7, 365 - with 85% of our total on-air output each year created right here in Winnipeg.
- Of our 126 CRTC licensed hours each week, over 100 are locally produced
- The majority of our live programs are hosted from our unique 'Remote Studio', which moves to new locations across the city throughout the year
- We create and share content on-air, online, across our community, and beyond

"It's refreshing to have a place in CJNU that offers more reflective and focused content. Community radio builds community and I want to commend CJNU for all you do and the incredible value you provide to our community."

Jonathon Lyon

President CEO  
Health Sciences  
Centre Foundation



Health Sciences Centre  
FOUNDATION



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## Online

**CJNU is accessible by more than just the airwaves**

### SOCIAL

- We have a strong presence on social media – with regular posts about music, programming and community events
- We see positive engagement from those who follow our accounts
- We are reaching an audience much broader than just our target of those aged 50+
- We have a balanced reach between men and women

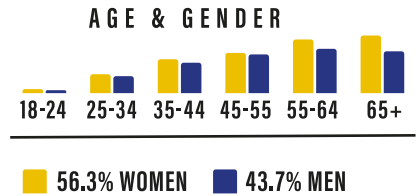
### STREAMING

- We can be heard online via our website, and all major streaming platforms – including TuneIn, Streema and Radioplayer Canada
- Our stream has over 1,000,000 listens annually
- The average listener tunes in for at least 30 minutes or more
- 8% of listeners tune in for between 1-4 hours
- 3% of listeners tune in for over 4 hours

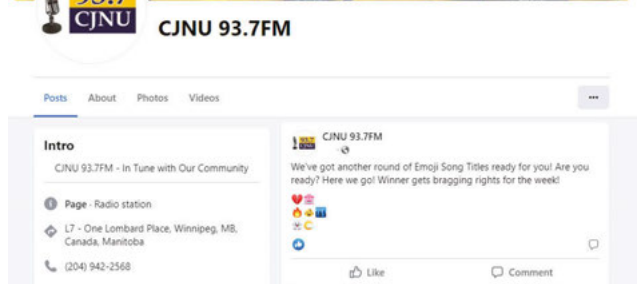
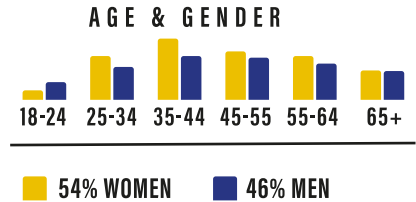
### WEB

- Our website serves as a hub for information about the station
- We share news and information here about our activities, as well as our partners and supporters
- We host a 'listen again' archive service, with access to all previously broadcast programs for a rolling four week period
- We see a monthly average of 5000+ site visits

### FACEBOOK



### INSTAGRAM







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## On Paper

### CJNU has a strong, province-wide presence in print

#### SENIOR SCOPE

- Full page insert in Senior Scope magazine, with articles and information about the station, and some of our partners and supporters
- Free distribution at over 700 locations throughout Winnipeg and Rural Manitoba – including 55+ centres, public libraries, the Legislature, supermarkets and grocery stores, hospitals, clinics, restaurants, malls, personal care homes, and popular tourist destinations like The Forks
- Available online for free at seniorscope.com
- Distributed for free via email to anyone who wishes to sign up online
- Direct mail distribution to subscribers
- 18,000+ copies printed each month
- 20,000+ web visits

#### FREE PRESS COMMUNITY REVIEW

- Banner ad in the Free Press Community Review papers, produced by Canstar Community News
- Information about the station – updated throughout the year to reflect current activities and special programming with our partners, supporters and volunteers
- Free distribution weekly to daily Winnipeg Free Press subscribers
- Free distribution weekly to anyone who wishes to receive the Flyer Advantage package produced by the Free Press

#### NOSTALGIA NOTES

- Internally produced monthly newsletter
- Distributed via email to CJNU co-op members, donors, partners, supporters and volunteers
- Available via CJNU.ca
- Limited run print edition available at the CJNU office, and remote studio locations
- Articles and information on CJNU activities, and a spotlight on our partners



John Kendle  
Free Press  
Community Review

Free Press  
COMMUNITY  
review





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## On Location

### At CJNU, radio isn't just a one-way conversation

Whenever possible, we want to be physically accessible to our members, listeners, supporters, and to the general public – so they can see how radio works, and we can hear from them in-person.

### Home Studio

Our office and Home Studio are located right at the heart of the city, in the Richardson Concourse beneath Portage and Main. We are able to sustain this physical presence thanks to the ongoing support of The Winnipeg Foundation. Our Home Studio is front and centre in the space, giving passersby the opportunity to see radio being made.

### Remote Studio

The majority of our live programs are hosted from our unique 'Remote Studio'. We move the studio to different locations across the city throughout the year – usually in front-facing environments such as malls. We partner with other non-profit and charitable organizations who act as our 'Host Sponsor' – either physically providing us with the space to broadcast, or showcasing their activities in a public place.

### On Site Events

We attend a number of events each year across the community. Whether broadcasting live on-site, recording interviews, taking photos or videos, getting involved as volunteers at events, or just flying the flag for CJNU – we can often be found in places such as...

- The Red River Ex and Fall Fair
- The Concordia Golf Classic
- The Manitoba Philanthropy Awards
- The Winnipeg Jazz Festival
- The Teddy Bear's Picnic

...and many more!







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## In Your Neighborhood

CJNU has a network of members, donors and volunteers throughout Winnipeg and the Capital Region of Manitoba... and beyond. Wherever you are, CJNU is there too.

**59%**  
OF OUR  
MEMBERS

**63%**  
OF OUR  
DONORS

**64%**  
OF OUR  
VOLUNTEERS

### CAN BE FOUND IN...

- Bridgwater
- Crescentwood
- Fort Garry
- Fort Richmond
- Grant Park
- Lindenwoods
- North Kildonan
- Osborne Village
- Richmond West
- River Park South
- Rossmere
- St. Boniface
- St. James
- St. Vital
- Tuxedo
- Valley Gardens

**33%**  
OF OUR  
MEMBERS

**31%**  
OF OUR  
DONORS

**29%**  
OF OUR  
VOLUNTEERS

### CAN BE FOUND IN...

- Central St. Boniface
- East St. Paul
- Elmwood
- The Exchange District
- The Maples
- The North End
- Norwood
- Sage Creek
- Sargent Park
- Transcona
- Waverly West
- West Broadway
- The West End
- West St. Paul
- Weston

And beyond the Capital Region in communities such as...

- Arborg
- Ashern
- Beausejour
- Gimli
- Lac Du Bonnet
- Pinefalls
- Powerview
- Oakbank
- Selkirk

**6-7% BALANCE**

Can be found across the City and Province, throughout the rest of Canada, and in other parts of the world!

"...we've been partnering with CJNU for quite a few years now. One of the keys is your ability to communicate to your demographic and to reach out to the demographic."

Colin Ferguson  
CEO Travel Manitoba



"...I think it's very, very important to have this platform, which is so different from many other platforms out there. It's really geared to not-for-profits and making sure that people understand what all of us do in different organizations across Manitoba."

Diana Rassmussen  
Executive Director of ALS Manitoba



"... those sounds, the music, it all touches them in just a different way than other experiences do and CJNU delivers that in spades."

Erin Crawford  
Program Director of Alzheimer's Society of Manitoba



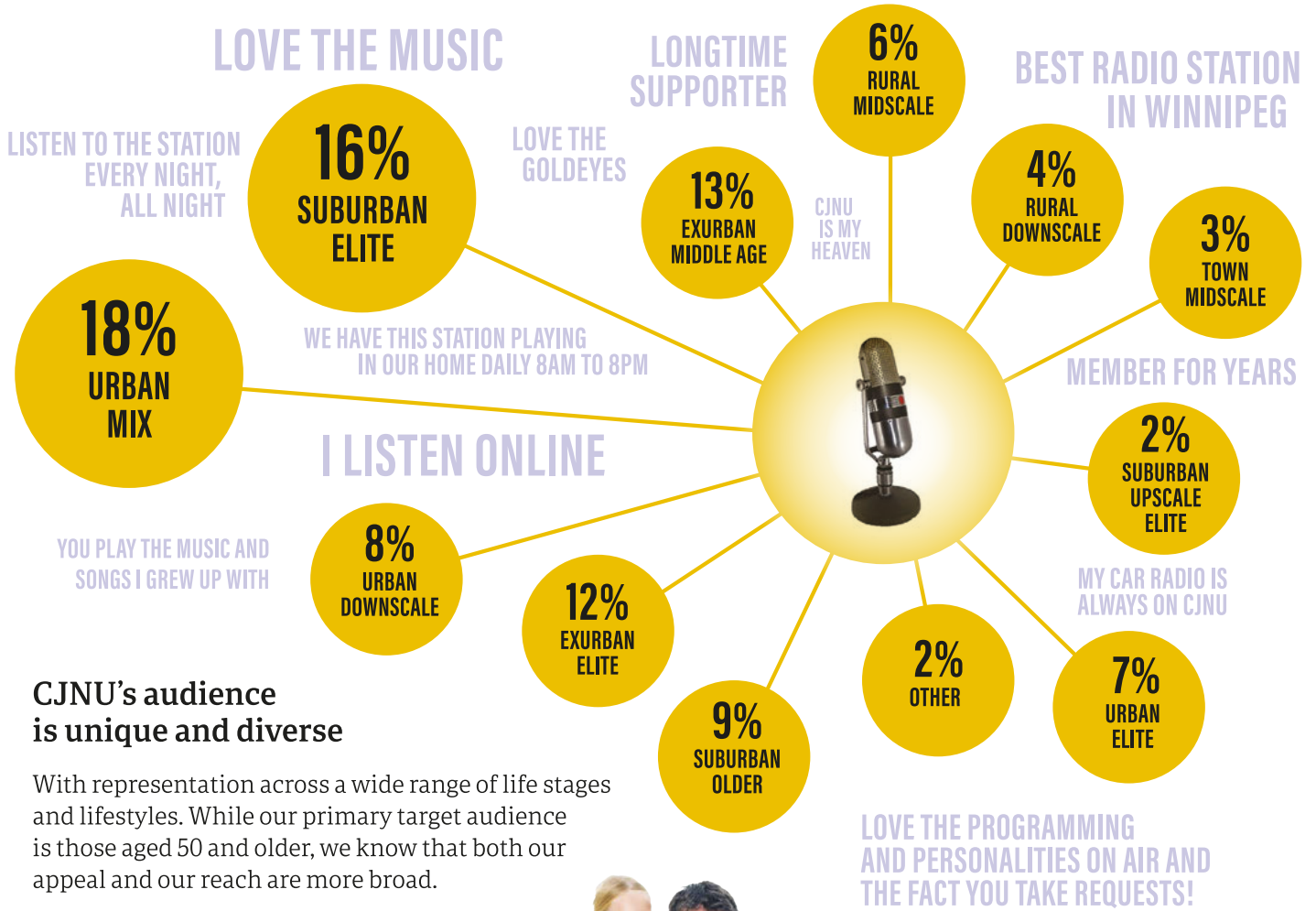


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## Who's Listening?





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## People Powered

### Listener Supported. Volunteer Driven. Community Focused.

CJNU is powered almost exclusively by volunteers - with over 120 people involved in keeping the radio station on the air. From the board of directors, through those you hear on-air, to those who make things happen behind the scenes, volunteers are involved in every aspect of CJNU's operations - with many having retired from professional broadcast careers.

We have a permanent staff of five - a combination of full-time and part-time employees and contractors fulfilling the roles of Station Manager, Marketing and Development Manager, Production Coordinator, Production Assistant and Administrative Assistant.

In an average year, for every one hour of paid staff time, over two hours of volunteer time are donated. We estimate the value of our volunteer contributions to be in excess of \$400,000 each year - while our staffing costs are around only half of that amount.

Roughly a third of our funding each year is from 'direct listener support' - through membership in our co-op, contributions to the station made during our annual Pledge Drive, or through fundraising events. The remaining two-thirds of our revenue is generated through sponsorships, partnerships, and advertising. We do not receive any regular funding from government, or from other funding bodies.



*"... I know that CJNU relies on volunteers as well, so there's that great synergy between our organizations, and when you're volunteer based, you're passionate about what you're doing. You're not showing up for a paycheck, you're showing up because you're passionate about the work that you're doing - and that's why we adore CJNU."*

Krystal Stokes  
Communications and  
Public Relations Manager Victoria Lifeline



VICTORIA LIFELINE  
Safe and independent living.

*"...with CJNU, you're helping us get that word out there, it's that we're spending time together, we're talking lots about what our organization is, but we're able to just expand to people who had no idea who we are, who listen to your station..."*

Kim Scherger  
Executive Director of Manitoba  
Camping Association and Sunshine Fund

