

Excellence in Community Engagement

Hello NCRA/ANREC,

Please accept this letter, nominating CJSW for their Excellence in Community Engagement through their live on-air session programming. We believe through this unique part of our broadcasting we are able to achieve our goal of assisting in promoting and supporting artists, venues and promoters, and engage with the community at large with exciting programming. This also provides a great learning opportunity for volunteers to get involved in the process of live audio tech-ing and video production, which has helped provide eager folks future opportunities in the field.

Right before the pandemic hit, we secured a Calgary Arts Development grant to support upgrades to our live band room which included purchasing cameras and some new equipment, putting in new flooring, theater curtains and lighting. Though unable to bring in artists for the bulk of 2020/21, we were able to continue working towards improvements to our live sessions for when we were again able to bring folks back into the station regularly. This involved a small group of staff and volunteers training to learn how to tech a session, set up cameras and film sessions, as well as edit videos. We were able to spend additional time honing in on our skills behind the soundboard, with the goal to achieve the best sounding mixes possible for a variety of different styles of music.

At the tail end of August 2021, we cautiously started bringing back artists in for live sessions, adhering to the Alberta Health recommendations regarding COVID. Since then, we have had approximately 85 live sessions recorded and filmed at CJSW. We've been able to support and promote several festivals, many shows, album releases and up-and-coming youth bands through our live sessions. We are able to provide artists with a video from their session, as well as the full recording which is great for artists who don't yet have a demo, and can also help artists when applying for grants.

The Music Department goes above and beyond to help promote these artists and their endeavors with their music. We create appealing graphics for each live session which is posted to our socials, helping to remind listeners to tune in. When the videos are edited and uploaded to our [YouTube channel](#) we create reels from the video that are also posted to our socials, that the artists can share on their own platforms.

Leading up to our 2022 Funding Drive, we mixed and mastered a live session compilation called [Earworms: Live Sessions at CJSW 2022](#), featuring 50 artists who came through the station for a live session over the past year. This release was a digital download code to donors, that was accompanied by a risograph-printed zine featuring contributed content from station members and artists who played the station.

CJSW is a pivotal force in supporting many communities in Calgary through our programming. Particularly through our live on-air sessions, we are able to encourage and promote the efforts of local, national and international artists, venues and labels. In this letter, I have included some

testimonials from local bands who have played our station over the past year, documenting their experience at CJSW.

We are constantly working on enhancing the experience for artists, our audio tech-ing and video production skills, upgrading our equipment and providing opportunities for volunteers. We are proud of how far we've come, and the caliber in which we have achieved and continue to strive for. We hope the NCRA/ANREC can see the quality and importance in the way in which we engage with the community of artists who are seeking promotion, and will consider it for the Excellence in Community Engagement award!

Thank you for your consideration,

Helen Young
Music & Performance Director
CJSW 90.9 FM

<https://www.youtube.com/cjswradio>
<https://cjsw.bandcamp.com/>