

Dear NCRA Awards Committee,

I am writing to you all for your consideration of The Sprawlcast for the NCRA's Current Affairs or Magazine Show Award.

The Sprawlcast is a podcast and urban affairs show for curious Calgarians who want more than the daily news grind. Calgarians that want to know more about their city and how it works. Jeremy Klazus, founder and editor-in-chief, launched The Sprawlcast and companion online journal The Sprawl in 2017 to fill a widening gap in Calgary's media landscape. Entering that space as an independent local news outlet that publishes in-depth Calgary journalism. Rather than covering everything all the time, they go deep with one issue at a time, issues that affect every day Calgarians.

Each episode asks important questions, provides data and information to set the table for listeners to dig in and learn about local issues. The team at The Sprawlcast engage with diverse subject matter experts, civil servants and politicians, academics, and community members to report on and tell a story of the past, present, and future Calgary. Through incorporating the stories of these diverse people, listeners can empathize, and through exploring and explaining concepts, the team makes important issues approachable, educating and engaging listeners and offering in-depth journalism so Calgarians can understand the issues.

The Sprawlcast upholds three key values; depth, curiosity, and reflectiveness that drives stories you will not find anywhere else. Every month they focus on a specific issue of importance to Calgarians and Calgary's future. These include transit, the city's physical expansion and sprawl, politics, zoning, climate issues, and social justice. This isn't the fast news we've grown accustomed to in the 21st Century, this is slow, thoughtful, and fulfilling journalism.

Thank you for your consideration of The Sprawlcast for the NCRA's Current Affairs or Magazine Show Award. If you have any questions or concerns, please feel free to reach out.

Thank you,

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