

CKXU Radio Society
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RE: NCRA AWARDS 2024 - LOCAL TALENT DEVELOPMENT SUBMISSION

First broadcasting in November of 2020, CKXU's "For The Record" provides fresh weekly content to its listeners by focusing on highlighting Alberta based, and Alberta-originating, musicians in a program containing recorded live performances, co-host sessions, and interviews. In addition to For The Record's focus on musicians, you'll hear interviews with artists of other mediums, local non-profit organizations, community leaders, student groups, and projects/initiatives that affect the local community.

In 2023 "For The Record" continued to be a resource for Alberta artists to showcase and talk about their art. The team was able to host 28 live session recordings, 9 of which were with youth artists. Most of the youth artists are part of a continued relationship with Lethbridge Girls Rock Camp & Songwriters Camp, as a way for these up-and-coming artists to have their original compositions recorded and receive radio play. Of these artists the projects of Lily & Zuri and Kai Brooks have since returned in the 2024 season to record their own solo live episodes. The youth project called The Milk Men have stated that their time on "For The Record" has inspired them to write some original songs that they will be performing at the next Chinook High School Battle of the Bands. Lethbridge artist Ol' Ben released his recordings with the program as an EP "Borrowed Time".

The show also played host to another 28 musicians co-hosting episodes and sharing more about themselves and their projects. Along with a total of 88 interviews with various musicians, filmmakers, actors, authors, community leaders, and local events. The show has become a great place for the championing of the Lethbridge arts scene, with the Southern Alberta Art Gallery making multiple returns to the show to discuss their upcoming exhibits.

2023 saw the return to the very popular event "Find The Record". Once a year listeners are encouraged to visit local businesses based on hints given live on the "For The Record" show, if the listener is successful in finding the CKXU team they are entered into a draw for a local business prize pack that also includes merchandise and prizes from the local music scene. During this event, local musicians are invited to play live on the show. This saw the debuts of local Electronic artist Mac Baker and SPICE, who have since gone on to headline multiple local shows.

The popularity of "For The Record" continues to grow as many Lethbridge and Southern Alberta artists reach out to be guests on the show. In 2023 many Calgary artists also started reaching out after the "For The Record" team's time and coverage of Sled Island 2023. During Sled Island the team interviewed and connected with many Alberta musicians and provided listeners with a live online blog about the experience as well as a special episode that included all those artist interviews as well as music.

For The Record remains an advocate for Albertan arts and culture. We work constantly to further our connections with the creative community, so that we may continue to offer artists the opportunities available to them through our program.

Sincerely,
Dai Hewison
Community Content Curator
CKXU Radio Society