



CFRC 101.9 FM
Radio Queen's University
62 Fifth Field Company Lane
Kingston, ON, K7L 3N6

February 25th 2025

Re: NCRA CRABO Local Talent Development Award Submission

Dear Members of the National Community Awards Jury,

CFRC 101.9 FM, broadcasting from Queen's University in Kingston since 1922, has supported local talent development for decades and continues to increase its capacity to do so. In 2024, we undertook three major projects focused on amplifying the voices and talents of local musicians. Meanwhile, CFRC continued its decades-long work in promoting weekly concerts and events online and on-air through our news programming, promotions, and website. Volunteers also continued their work of hosting *CFRC Live Sessions* on our airwaves and through video throughout the year featuring interviews and live studio performances by local musicians.

CFRC's [Airwave YGK DJ Artists in Residence Program](#) funded by Kingston Arts Council began in late Fall 2023 and ran through 2024 featuring both workshops and live studio performances. In this project, we onboarded local DJs to teach basic skills to community members during three 6-week courses that also included live to air performances by the facilitator and participants. We also onboarded eight local DJs, turntablists and experimental sound artists to offer specialized workshops related to their craft and to undertake live performances on-air during their residency. Further, four local DJs were onboarded to deliver a fun in-person dance party event. Furthermore, each undertook artist interviews that were broadcast and podcast. In these interviews, the artists were able to take deep dives into the electronic music scene locally, chat about their body of work, upcoming performances and releases, and the importance of community radio in supporting local and emerging electronic artists.

We produced 22 live-to-air programs featuring interviews and performances as a result, providing opportunities for some of these artists to perform publicly for the very first time, content from which we also [podcasted](#). All artists were also paid for their facilitation of workshops and live performances and provided high-quality audio recordings of their interviews and on air performances for their own use. This project supported local talent development through paid opportunities to artists, opportunities to perform to new audiences who may not have heard their creative work before, build their artistic portfolios through the design and delivery of professional workshops to community members, and opportunities to use their own voice to shed light on their body of work, the industry, the local music scene and more. New artists were also trained at CFRC and continue to learn and develop their skills and craft using our portable and in-studio Pioneer and Denon DJ equipment. Several participants also went further and launched their own radio shows in 2024, utilizing the Denon equipment live on air amidst their regular programming. While these new artists came to CFRC to learn a new artistic skill set, they also learned how to 'do' radio, joined our regular programming, and supported other volunteers who wanted to shadow and learn how to use the equipment outside of our formal workshops from the knowledge they gained at those workshops.

CFRC's [Airwave YGK Musicians-in-Residence Program](#) launched in September 2024. In this Kingston Arts Council-funded program, we provide 2-3 days for local young and/or emerging musicians to use our studio spaces as incubators to create new works with CFRC staff support, which are then rehearsed in the studio and later performed live on air with attendant artist interviews. This project is still running through 2025 though a few residencies and performances took place in Fall 2024. All artists are paid for their time and talent. Further, we also onboarded emerging videographers to participate in the



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project by filming the [live performances](#). Content from this project is also not only broadcast, but also podcast and parked on youtube and our website, while artists are provided with audio recorded during their creative process, their live performance, their interview, and also receive a complete, edited video. All participants from 2024 are also invited to our 2025 capstone concert where they may perform their new creations to a live in-person audience, an event we will also broadcast from the local venue we have booked.

Further to this project launched in Fall 2024, all young/emerging artist residents have access to our Airwave YGK workshops for emerging musicians including songwriting & composition; setting up a home studio basics; working with sound technician basics; understanding soundboard basics; applying to SOCAN & FACTOR; working with promoters, and signing with record labels. Professional facilitators are paid for these workshops, however, our musicians, station volunteers and members of the community at large attend them free of charge. This project, launched in September 2024, supported and continues to support local talent development through paid opportunities to create new music; to secure free, accessible incubator/rehearsal space in a city that has virtually no publicly available studio space at low to no cost; to perform to live audiences in most cases for the very first time; to gain knowledge from industry professionals through workshops; to undertake professional artist interviews, to secure free and professionally edited AV recordings of their work; and, of course, connect with and cultivate new audiences.

CFRC also officially partnered with the City of Kingston Music Office in 2024. Beginning in Summer 2024, CFRC began weekly collaborations with the KMO broadcasting its weekly Instagram-based *Release Radars*. These *Release Radars* highlight new singles, EPs, or albums released by local artists in the Kingston area. Since last summer, CFRC has been broadcasting descriptions of the artists and their new works alongside the new single or a selection from their new EP/album. We have produced three or four of these per week since Summer 2024. These are aired during our dedicated 'new release' program entitled *This Just In*, and each are also aired throughout the week by station volunteers amounting to about 20-25 additional airplays per week. New local releases through this collaboration consistently receive more airplay each day than do the hottest new releases on the *Earshot! Charts* and certainly Billboard 100 (we play very few Billboard 'hits' per our campus license). We further support these local musicians through weekly social media posts about the new *Release Radars*. We also ran the inaugural [Release Radar Top 20](#) in December 2024, whereby CFRC undertook a [listenership survey](#) that allowed community members to vote for their favorite single, album, and EP released in Kingston in 2024. We even offered a raffle prize featuring gifts donated by local businesses to support the endeavour and encourage more community engagement with and support for these local musicians. We then broadcast the top 10 singles and top 10 EPs/Albums on December 22nd 2024 ranked by several hundred participants in a special 2-hour program that was heavily promoted by CFRC and the Kingston Music Office.

Beyond these projects, CFRC volunteers regularly invite local musicians across genres to undertake interviews and conduct live performances from our studios during their regularly scheduled programs, usually two or three local guests per week. We also have a collective of volunteers who also launched a dedicated radio program and youtube music video series entitled [CFRC Live Sessions](#). These videos are also embedded on CFRC's [homepage](#), while clips are regularly shared on [Live Sessions social media](#) and [CFRC's](#). Throughout 2024, the *Live Sessions* crew coordinated weekly live



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studio performances, in-depth interviews, and even executed their own videography for each undertaken by Queen's Film & Media students who also volunteer at CFRC. All local musicians are invited weekly over the air and social media to reach out to book a spot by the *CFRC Live Sessions* volunteer team and they welcome any genre of music. The *Live Sessions* focus heavily on the musical performance, but the attendant interviews are friendly, casual and accessible conversations that have strong professional quality but do not feel or appear 'canned' with obligatory questions or worse, pretentiousness. The musicians come in and can really just be themselves, play music and chat, and listeners come away with a fun new local musical discovery they can support through local concert/festival attendance or album/merch purchases plus a good sense of who the artists are as both musicians and frankly, real people in our community. The *Live Sessions* volunteer team are thrilled to provide this accessible and authentic experience each week and CFRC is incredibly proud of their initiative and work.

In 2024, CFRC supported our volunteers' outstanding initiative and efforts by offering other station volunteers additional training opportunities to support the *Live Sessions* endeavour to ensure its sustainability (student volunteers do cyclically graduate and leave town) or to start their own by delivering hard and soft skill workshops in areas including live studio performance setup training; videography; interview techniques and more. These workshops are supported with written how-to documents and instructional videos for [use by any volunteer](#) anytime, especially during times programs may occur after staff support hours. All of these efforts ultimately support local talent development by providing skills to CFRC volunteers to help those musicians reach new audiences and engage those audiences where they are at through broadcast radio, podcast, our live stream, our mobile apps, social media, and now video as well. All artists have access to completed AV recordings which they are free to mobilize on their own platforms and in their artistic portfolios. These interviews, alongside their live performances, also provide meaningful opportunities to young, emerging local talent to promote their upcoming performances, new/upcoming releases, and *critically* during their time at the station, learn about CFRC and the importance of campus/community stations like ours in helping musicians like them make their mark and get their start in the community and beyond.

While we have specific programming in place, it is also critical to note that CFRC is a community arts hub that actively supports, broadcasts, and promotes local artists across disciplines daily on and off the airwaves. We maintain [concert](#) and [events](#) calendars updated daily on our website as information is relayed to us. Content from these calendars is aired daily in our news programming, and also by station volunteers who share 'what's happening this week' on their own shows using the content we receive and post daily on our website. Further, we share daily content on our [social media](#) related to local events and upcoming performances to support their endeavours, and that of the local venues and promoters who host them. We also create PSAs for local concert promoters with monthly rundowns of upcoming events. In addition to the above daily support, in 2024, we engaged in regular support for community partners to promote events through on-air advertising, artist interviews, and live on location coverage including KPP Concerts, Spring Reverb Music Festival, Skeleton Park Music Festival, Homegrown Live Music Festival, Kingston DragShow.ca events, The Tragically Hip: No Dress Rehearsal Documentary Gala, Kingston Writers' Fest, Music Merch Market, Makers' Meetup, Kingston Canadian Film Festival, Cantabile Choirs Winter Celebrations, Union Gallery Side X Side, the annual Royal Canadian College of Organists' Bach Marathon, etc. Importantly, all of these events included local music and musicians in their creative programming.



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CFRC supports the local music scene and local talent development daily through our volunteer-led programming, our partnerships, and our grant-funded programs. While situated on a university campus, we are accessible to any member of the Kingston community and welcome proposals, partnerships, guest appearances, and promotional materials from local artists every day. CFRC is proud to continue its historic role of providing meaningful opportunities for local musicians to gain notoriety through broadcast radio, in some cases, for the very first time. We're proud to continue our work created in 2024 to develop our programming and volunteer training further to expand our capacity to support local musicians through other digital platforms as well. In an era where digital platforms are the new reality and many listeners no longer own radios, our work ensures campus multimedia broadcast radio continues to play a role in helping local musicians become broadcasting stars locally and beyond because discoverability very much remains a homegrown affair. CFRC proudly continues its work to nurture local talent, their discoverability, and the community's support for and investment in their creative endeavours.

Thank you for taking the time to consider our application. Please find three community letters of support and our 10-minute 'montage' audio submission in our [shared folder](#).

Warm Regards,

Dinah Jansen
Executive Director
CFRC 101.9 FM Radio Queen's University



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