

The County FM Radio Project

What Kind of Station is Planned?

A community-owned, not-for-profit “over-the-airwaves” radio station is planned which will cover the whole of the County on the FM band. It is also quite possible that the station’s programs would be streamed over the internet.

What’s the Reason for a Local Radio Station?

Prince Edward County is a unique, diverse island which encompasses a wide array of different communities which all share a common appreciation of the County’s natural beauty, agricultural heritage, rugged self-reliance and spirit of mutual support. A community FM radio station could play a vital role in the ongoing development of the County by enabling the various communities to learn about and from one another. It would also support the local economy by providing a cost-effective vehicle for local businesses to reach residents and tourists. The County is currently served by several commercial AM and FM radio stations on the “mainland”, but the County is only part of the audience they serve and they are not devoted exclusively to developments in the County.

What Would The Station Offer?

The programming will serve the specific needs and interests of County residents and visitors including: recorded music which reflects local interests and which showcases local musical and artistic talent; interviews of long-time County residents to capture their unique experiences and stories; summertime programs for tourists to let them know what’s going on; public affairs programs to deal with important local issues; timely information on local weather, funerals, and community events; news from the wards; news and communications from County government and from local organizations and groups such as the women’s institute, 4-H club, etc.

How Did the Idea Develop?

The idea has been discussed for a long-time. An ad hoc organizing committee started to work in June 2011, culminating in a public meeting last November where 31 people voted unanimously to proceed and elected an interim board to get things underway.

Who Will Decide How It’s Run?

A not-for-profit corporation (“Prince Edward County Radio Corporation”) has been set up with

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membership based on a nominal \$10 fee. As of May 8th over 100 County residents have signed up as members and we hope to have 250 members by the time the license application is submitted. The founding Annual General Meeting was held on May 30 at which the members elected a Board of Directors and set the direction for the Station.

Who Will Do The Work?

Although the type of work involved will be different during the development phase and the operating phase, most of the work will always be done by volunteers. During the development phase, there will need to be volunteer teams, reporting to the Board, to work on the program plan, licensing, technology, legal, fundraising and community outreach. Once the station is operational, the priority will shift to producing and delivering programs over the air.

Where Will The Money Come From?

The station will depend on individuals and businesses in the local community for its funding. Funding sources will include company and individual donations, sponsorships and on-air advertising.

How Long Will It Take to Get Up and Running?

Getting a license from the CRTC is the most time consuming part of the process. We plan to submit our license application as soon in June in the hope of going on the air for summer 2013.

How Can I Help?

There are many ways to help. Make a pledge for the capital campaign. Become a member and help chart the station’s course. Or become a volunteer and share the work of putting the station on the air. Please contact info@county-community-radio.ca for more information..

The newly elected board of the station is comprised of:

Treat Hull, Chair of the Board. Mr. Hull has a background in management consulting and is a retired marketing executive.

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