

Radio station in tune with council money

BY SANDRA BOLAN
Staff Writer

WhiStle Radio wanted \$10,000 from Whitchurch-Stouffville to help keep the station on the air, but it will have to make due with \$2,500.

The donation was approved by council during its 2009 budget deliberations earlier this month.

REQUESTED \$10,000

"Ten thousand dollars is a little more than we can handle in this day and age," said Whitchurch-Stouffville Mayor Wayne Emmerson. "(The \$2,500 is) only a one-time shot to save you."

Halvord Moorshead, one of the Main Street radio station's directors, said he hopes that by receiving this unofficial stamp of approval from council, more people and companies will jump on board and provide their support.

"The council donation is much more valuable than the sum; it's almost like a catalyst," he said.

The town's donation will be used to create professional advertising kits.

Late last year, WhiStle first approached council seeking financial assistance because "we have to scramble just to meet our very minimal bills," Mr. Moorshead said at the time.

But through membership

drives and a more aggressive campaign to solicit advertisers, the station is now managing to keep itself afloat.

"We are considerably better financially off," Mr. Moorshead said. "There is no question of our survival."

On March 17, the station will be celebrating its first year on the air.

"We're really rather proud of what we've achieved," Mr. Moorshead said, noting the station produces more than 32 hours a week of original content.

"People, locally, are willing to help us by being on the air," he said of all the local artists, politicians and regular folk who have been interviewed by the program hosts.

LIVE MORNING SHOW

While the second year of operation will find the station focusing on increasing its number of members and advertising revenue, it also wants to expand its programming, including a live morning show, complete with news, weather and traffic reports.

"We're not ready to do that yet," Mr. Moorshead said, adding more volunteers are required. "(But) I'd be surprised if we couldn't introduce that this year."

For more on the station, go to whistleradio.com

\$100,000 in grants, donations to festival, sports, arts groups

Whitchurch-Stouffville council approved almost \$100,000 in grants and donations in its 2009 budget.

The bulk of the funding — \$79,000 — went to services that require municipal funding in order to remain in operation, such as the cemetery, Strawberry Festival and Kinsmen Club.

The remainder of the funding was dished out to organizations outside of town departments. Last year, the municipality handed over about \$25,000 to a variety of groups. This year, that portion of the budget was set at \$20,000, however only \$12,090 has been allocated.

Group A - municipally-funded organizations managed by separate boards and committees

Stouffville Lawn Bowling: \$8,500

Kinsmen Club of Stouffville: \$3,000

Stouffville Town Cemetery: \$2,500

Latcham Gallery: \$50,000

Strawberry Festival: \$15,000

Total: \$79,000

Group B - requests from organizations outside town departments

Students Awards (x3): \$750

Crime Stoppers: \$100

Lemonville Cemetery - grass cutting: \$700

Lemonville Group of Artists: \$350

Schoolhouse Group of Artists: \$350

Stouffville BIA: \$3,500

Whitchurch-Stouffville Studio Tour: \$500

Markham Fair: \$750

Royal Canadian Legion Branch 459: \$100

Royal Canadian Legion Branch 385: \$100

Wheels in Motion - banner: \$130

Terry Fox Run - banner: \$130

Santa Fund/Christmas Dinner at EastRidge church: \$1,000

Uxbridge Cottage Hospital: \$1,000

Musselman's Lake Winter Carnival - banner: \$130

WhiStle Radio: \$2,500

Total: \$12,090

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Call 905-640-4440 for reservations.

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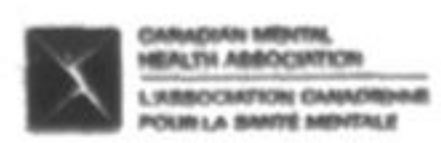
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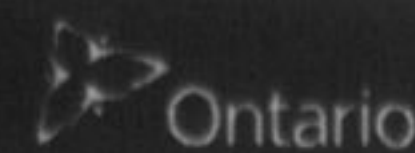
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Lake Simcoe Region Conservation Authority



PUBLIC NOTICE

The Lake Simcoe Region Conservation Authority and the Town of Whitchurch-Stouffville are holding a public meeting to discuss the draft Musselman's Lake Subwatershed Assessment and Stewardship Opportunities Report.

The meeting will be held on Thursday, March 5th from 7 p.m. to 9 p.m. at the Ballantrae Community Centre, located at 5592 Aurora Rd.

Copies of the draft report are available on LSRCA's website (www.lsrca.on.ca) and the Town of Whitchurch-Stouffville's website (www.townofws.com). The Musselman's Lake community is encouraged to preview the draft report and provide comments and suggestions.

For further information, please contact:
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