



Annual Report (2021/2022)

Broadcasting Decision CRTC 2021-275

CKFG FM 98.7

2784486 ONTARIO LIMITED

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APPENDIX A

Report pursuant to the following Condition of Licence:

Specific details on the manner in which CKFG FM has fulfilled its programming requirements to serving the Caribbean and African communities of Toronto with its spoken word programming and musical format. This report must also explain the steps taken by the licensee to ensure that the programming reflects the realities, point of views, talents and interests of Caribbean and African communities of Toronto.

The mission of CKFG FM 98.7 (CKFG) was laid out in the Supplementary Brief of the original licence application for this radio station (2010-1103-0):

- Serve and reflect the GTA's communities of Canadians of Caribbean and African descent through promotion and coverage of local news, events, and dialogue on issues of concern affecting our communities as well as providing news and information from their countries of origin

This mission continues to date. Specifically, from the moment Neeti Ray took charge of this radio station (September 20, 2021), CKFG FM 98.7 popularly known as FLOW, started fulfilling its obligations under its conditions of licence.

CKFG serves the Caribbean and African communities of the General Toronto Area (GTA) with Targeted Programming, Community Outreach Initiatives and High Level Partnerships with important community stakeholders. CKFG continues to provide relevant daily news content and works with community organizations to promote events that inform, celebrate, motivate and educate our listening audience on a daily basis with credible content, as detailed below.

SPOKEN WORD PROGRAMMING

From the outset of the transition of CKFG FM to Neeti Ray, steps were taken by adequately configuring its spoken word programming to meet its conditions of licence. During the broadcast year ending August 31, 2022, CKFG's programming reflected the realities, interests and aspirations of these communities, through news coverage, stringer reports, discussions and open line shows, and by providing the Caribbean and African communities with the platform to share their views and voice their concerns.

We covered every news and events within the GTA of interest to the Caribbean and African communities. We provided news from their countries of origin. We highlighted personalities within these communities that made significant contributions to society. We spoke about the concerns and challenges that they face. We gave local Caribbean/Black Canadian talent plenty of airplay on CKFG, and provided the much needed exposure to emerging and less known talent.

The following pages provide examples typical of how CKFG served the GTA's communities of Canadians of Caribbean and African descent through its spoken word programming, including news, talk and open line shows.

COMMUNITY OUTREACH INITIATIVES

CKFG continues to be a proud supporter of the arts and businesses within the Caribbean and African communities. We offer additional on-air support with initiatives targeting content creators that focus on our audience. We also provide support for organizations that aid in the development of the culture in these communities by offering necessary incentives to succeed when advertising on FLOW 98.7FM. This support is reflected in related on-air references, broadcasts and promotions.

Incentives include opportunities such as:

1. The FLOW Summer Special discount advertising package for small business owners to advertise during the summer months when rates are typically higher and investment levels more challenging.
2. Irie Jam partnership with Bridge 99 and The Connection to Jamaica. Live cut ins and shared programming with Bridge 99FM in Jamaica 4x per week for 30 minutes each. A unique way to connect the Jamaican, Toronto, and NYC Diaspora via FLOW 98.7FM and sponsorship opportunities for Jamaican small businesses.
3. Black History Month package celebrating the accomplishments and achievements of Blacks in Toronto and around the GTA. Also, spotlighting FLOW 98.7FM personalities with “I am Black History” program and their road to success.

FLOW 98.7FM also partners with and supports various events around the GTA benefitting the Black Community such as:

- Black Business Professional Association (BBPA) Holiday Campaign (Nov/Dec’21)- custom marketing campaign created to support Black Business Professional Association Jamaican small business membership and the Little Jamaica area of businesses during the Christmas holidays with patronage
- Meet The Motivators (May 2022)- this 2 day event was focused on the celebration and showcase of Caribbean and women of color. Day 1 included workshops and educational seminars. CKFG morning show host moderated. Day 2 was a black tie gala and affair with dinner and live entertainment of which CKFG was a sponsor and had a table.
- Afrofest (July 2022)- CKFG made a \$15,000 sponsor investment in exchange for participation and partnership of this event (this was in addition to the CCD cash contribution to Afrofest from CKFG in November 2021 through a payment to Music Africa of Canada Inc., reported on Form 1163 of the 2021-2022 Annual Returns for CKFG). CKFG was on-site for both days of the festival broadcasting live each day. Interviews of African artists and participants were a part of the broadcast while giving out prizes and giveaways to festival attendees
- Black Excellence Celebration (Feb. 2022)- Black History Month event to celebrate and highlight Black Excellence with an awards and dinner affair. The General Manager of CKFG, Gary Gunter, participated as one of the featured speakers
- Jerkfest (August 2022)- 3 Day festival celebrating the Jamaican population with music performances and family fun. CKFG broadcast live each day and executed special on-air promotions leading up to event with musical artist search and contest
- Toronto Black Film Festival (Sept. 2022)- CKFG supported this event with several days of promotion and marketing. CKFG’s morning personality, Red, did a 4 hour live remote from red carpet during main day of event
- African Fashion Week (Aug)- Sponsored this multiple day event with on-air support and 4hr live remote from main event

- Princess Margaret Cancer Center Fundraiser(Oct'22)- Partner with St. Margaret Hospital to raise money from CKFG listeners during 1 day radiothon taken place Oct 26th from 8am-6pm to raise money for cancer research and educate our audience on how cancer affects the Black Community

COMMUNITY/STAKEHOLDER PARTNERSHIPS

CKFG 98.7 FM believes in transparency with its listeners thru the constant focus on diversity and inclusion. That is why we have established an **Executive Advisory Council** consisting of members of the community and stakeholders to share input on how/what CKFG is serving the community and how we can do better. Interviews and meetings with Council members have taken place and we intend to meet at least once a year for consultation and feedback. More details are provided in Appendix C.

Partnerships that are already in place and have made an impact on the Caribbean and African communities include:

- Black Business and Professional Association (BBPA)-multiple meetings to discuss how to help spotlight small Jamaican owned businesses in the Little Jamaica area
- Canadian Black Chamber of Commerce (CBCC)-quarterly meetings and participation in educational events promoting Black Entrepreneurship
- Alterna Savings and Bank- executed 10-week campaign to educate listeners on home ownership and its benefits
- Tim Horton's Camp Day- support fundraising day with CKFG 2hr live remote at select Tim Horton's
- McDonalds McHappy Day-support fundraising with CKFG 2hr live remote at select McDonald's
- Jamaica Tourist Board (JTB)-Partnered on creation and execution of Live to Air Flyaway with invited listeners broadcasting live for 5 days from Montego Bay resort to help celebrate Jamaica's 60th Anniversary August 14 to 19, 2022.

PSA Contributions include:

- "Gun Violence" – CKFG 98.7FM (10 week campaign to promote ending gun violence which aired over Summer months when gun violence is most prevalent)
- "Dementia in Our Community" – JCAN (2 week campaign on how Dementia affects the Black community and what to do)
- "Job Recruitment" – CKFG 98.7FM (continued campaign promoting employment opportunities at CKFG)
- "Passport Immigration" – PICA (2 week campaign on the importance of having a passport and how to go about apply for one)
- "Seaside Hockey" – PSA campaign supporting a not-for-profit organization focused on bringing hockey to the BIPOC community in North Scarborough

OPEN LINE AND SPECIALTY PROGRAMMING

We produced and broadcast a weekly public affairs show called “The GTA Upclose” which aired on Sundays from 10am-12noon on CKFG. During this show the listening audience was invited to call in and share their ideas and voice their concerns. This show was hosted by CKFG’s Chris Hayles, a well-known radio personality with an extraordinary commitment to the Black community and general public in Toronto, and included discussions of many areas of particular concern to the communities we serve.

We also produced and broadcast a weekly entertainment program, "Real Talk with Meera E.", which is known "a weekly pop culture, entertainment & lifestyle show where colour pops". The show focuses on the experiences and interests of the Black community and Black artists in the world of entertainment.

ILLUSTRATIVE EXAMPLES OF NEWS SEGMENTS OF PARTICULAR RELEVANCE TO THE CARIBBEAN AND AFRICAN COMMUNITIES

October 16, 2021:

Reputed Toronto gynecologist, Dr. Francis Bainyin Sam, passes away suddenly. During CKFG’s African Groove show hosted by MC Bonde on Saturday October 16, 2021, numerous callers had the opportunity to pay their tributes to Dr. Sam. Born in Accra, Ghana, Dr Sam established himself as Canada’s most reputable Black physicians. He was an outspoken leader and recognized as a strong pillar in Toronto’s African-Canadian community.

November 17, 2021:

Project for the Advancement of Childhood Education (PACE Canada) based in Toronto donated 1000 tablet teaching devices to the National Education Trust Jamaica Limited (NETJL). NETJL would distribute the tablets — which contain educational software that allows students, aged 3 to 6 years old, to teach themselves literacy - to over 200 Early Childhood Institutions in all the parishes across Jamaica. The targeted students, who live in the rural areas of the country, are without computers and have had their education impacted significantly, due to months of school closings, brought on by the COVID-19 pandemic.

December 2021

The Children’s Aid Society of Toronto (CAS of Toronto) has appointed Marlon Merraro, as the Chair of its Board of Directors. His role, among other responsibilities, will be to focus on rebuilding trust and strengthening our relationships with African, Caribbean and Canadian communities. He migrated from Jamaica as a child in the 70’s.

December 6, 2021:

Canada Donates \$21Million To Support Women Empowerment In Jamaica:

On December 7, 2021, Canadian High Commissioner to Jamaica, Emina Tudakovic, presented a cheque for JA\$21 Million, aimed at bolstering the empowerment of Jamaican women, to Minister of Culture, Gender, Entertainment and Sport, Olivia Grange.

December 9, 2021

Toronto Takes Aim At Discrimination, Directed Against Black Tenants Of Its Public Housing Properties: Through its wholly-owned housing authority, the Toronto Community Housing Corporation (TCHC), the City of Toronto has indicated its intention to dismantle discrimination and bias experienced by its Black tenants. TCHC, Canada's largest social housing agency, provides residences to nearly 60,000 households with low and moderate incomes, in neighbourhoods across the city. On December 2, the TCHC launched a new project, labelled the Centre for Advancing the Interests of Black People (The Centre), intended to confront anti-Black racism in its workplace and communities.

December 9, 2021

Black Community Health leaders are critical of Canadian government's travel ban on South African countries. The Black Scientists' Task Force on Vaccine Equity, with the support of Toronto's Black community health leaders, is critical of the hasty travel restrictions imposed primarily, on African countries, due to the appearance there, of the Omicron variant, which has now been found in more than 12 countries.

February 1, 2022

Black Coalition For AIDS Prevention honours pioneers with Lifetime Advocacy Award. The Black Coalition for AIDS Prevention (Black CAP) Canada's largest Black-focused AIDS service organization is honouring three community trailblazers with a Lifetime Advocacy Award for their sterling contribution: Ontario NDP MPP for Toronto-St. Paul's, Dr. Jill Andrew; Aina-Nia Ayo'dele Grant, former Director, Community Resources, City of Toronto; and Al Ramsay, Associate Vice President, LGBTQ2.

May 4, 2022) Celebrated actor, Amaka Umeh, who is playing Hamlet at the Stratford Festival this season received prestigious Harry Jerome Awards at the Black Business and Professional Association's (BBPA) event, last Saturday. The Nigegia born artist said, 'It is my hope that this recognition inspires Black artists to press on, contributing the labours of our minds and fruits of our souls to our abundant collective excellence.'

May 7, 2022

Jamaican born Dr. Mary Anne Veronica Chambers, a former Ontario cabinet minister, long-time champion of the University of Guelph and lifelong education and community advocate, was named as the University's next chancellor.

May 10, 2022

Jamaica's diamond anniversary of independence celebrations planned for Canada: Like they did on the golden anniversary of Jamaica's independence in 2012, Jamaicans in Canada will be celebrating the country's diamond milestone with events, scheduled across Canada, throughout the year. Under the theme, "Re-igniting a Nation for Greatness", Jamaica 60 Canada was launched at a cocktail reception, on March 26, 2021, at the Toronto Event Centre on the grounds of Exhibition Place in Toronto.

May 11, 2022;

The Black Coalition for AIDS Prevention (Black CAP) was chosen by Pride Toronto as its Charity of Choice, for 2021. In a release, BlackCap said it is excited about the coveted honour,

and to participate, in person, during Pride Month, and at the annual Festival Weekend (June 24-26'21), which, for the past two years, was held, virtually, because of the COVID-19 pandemic. Chosen by Pride Toronto's Community Advisory Panel, the Charity of Choice is one of the honoured positions for the Pride Month commemorations.

May 17, 2022:

Canada Post unveiled its new leading-edge, zero-carbon parcel sorting facility, named after Albert Jackson, who was the agency's first Black letter carrier, at an inauguration event, on May 13, 2022.

May 18, 2022

Black candidate, Andria Barrett, gearing up for June 2, 2022 Ontario election, as someone, who always wants to make the community better. The Ontario New Democratic Party candidate for Brampton South, believes she can make a change in the city she loves.

June 7, 2022

Black History: Canada was home of the first race riot in North America. Most people in Canada do not think that Canada has any Black history and mostly focused on the history of slavery in the United States.

June 15, 2021

Queen Victoria Public School in Parkdale, Toronto, has been renamed after Community activist and leader in the Black and Caribbean community, Dr. Rita Cox-Kina Minogok Public School. In a letter to the community, dated May 26 2021, Dr. Debbie Donsky, Superintendent of education, and Darlene Jones, Principal of the school, said the vote, in favour of the renaming, was made at the regular board meeting, held on May 25, 2021

June 15, 2022

Jamaican born educator and philanthropist, Kamala-Jean Gopie, says an award from her alma mater, Ontario Institute for Studies in Education (OISE) at the University of Toronto, is very special for her. She is the recipient of the 2022 Leaders and Legends Award, in the category of Global Service, based on her work in Malawi..

June 17, 2022

Toronto Police Service (TPS) Chief, James Ramer, issued an apology to Black, Indigenous and racialized people, who are over-represented in use-of-force incidents and strip searches. Speaking at a news conference at police headquarters, to release findings, detailing the analysis of race-based data, collected in use-of-force and strip search interactions, he said the results confirm what racialized communities, particularly Black and Indigenous communities, have been saying for decades.

June 23, 2022

Black families in Ontario are more than twice as likely as White ones, to be referred to, and investigated, by child welfare agencies, according to a new, groundbreaking report released previous week.

July 12, 2022

Last month, Toronto's Police Chief, James Ramer, apologized to the public, following revelation of the police's own analysis, and what has been known to all and sundry from time immemorial. — the bias in policing, and disproportionate targeting of people of color.

July 14, 2022

In international news, Jamaican Government developing national organised crime strategy to combat organised crime. The strategy will target key crime producers and create an environment for sustained crime reduction and increased economic growth and prosperity, in keeping with Plan Secure Jamaica

July 29, 2022

Jamaica's 60th Independence Celebrations coming soon to Ontario:

Jamaican-Canadian communities in the Greater Toronto Area (GTA), Hamilton and Niagara, will host a series of events, to mark Jamaica's 60th Anniversary of Independence, starting July 31 and culminating on October 2022.

July 29, 2022

Why is August 1 Emancipation Day important: In Canada we need to understand why Emancipation Day is so important to Black peoples and their communities, and the intergenerational trauma that we still carry with us today. Emancipation Day highlights how Black peoples were taken from their lands, leaving behind thriving cultures and histories, interrupted by enslavement. Today, we highlight the Door of No Return and the House of Slaves, which is still designated as a museum and memorial to the Atlantic slave trade on Gorée Island, off the coast of the city of Dakar, Senegal. This museum, was opened in 1962 and is said to memorialize the final exit point of the captured and enslaved peoples from Africa.

July 19, 2022

Dr. Mavis Elaine Burke, the founder of the Toronto-based Project for Advancement of Childhood Education (Canada) P.A.C.E. Canada, died earlier this month, at the age of 93. She was born in Cuba to Jamaican parents.

July 22, 2022

Jamaica will continue to build its capacity to tackle gender-based violence, stressed Minister of State in the Ministry of National Security, Zavia Mayne. Addressing the first of a five-day workshop, of the Regional Knowledge Exchange on Operational Command of Gender-Based Violence (GBV) in the Caribbean, at the AC Marriot Hotel, on Monday, Mayne said the workshop would help the participants in the region to learn from the best practices of the various countries.

August 8, 2022

Cautious optimism expressed by Black community advocates in response to new anti-racism policy of the Peel District School Board. The release of the new anti-racism policy by the Peel District School Board, which was approved by its Board of Trustees on June 22nd, 2022, is greeted with caution.

August 14 to 19, 2022:

CKFG's "Jamaica 60" live from Jamaica... sponsored by The Jamaica Tourism Board: Over 25 dedicated listeners paid to join CKFG FM 98.7 for 5 days of live broadcasts from a resort in Montego Bay, Jamaica, with both CKFG's "Mornin' Flava" morning show with our hosts Red and DJ Ritz and the "Traffic CKFG" afternoon drive show with Spex Da Boss Monday thru Friday August 14th-19th. Each day of the broadcasts included live interviews with local Jamaican guests, musical artists, celebrities, hotel spokespeople, business owners and listeners from Toronto who came on the trip.

The theme of each show was to highlight the history of Jamaica and its 60th anniversary and what that means to the Jamaican diaspora. Also highlighted were the food, culture and attractions of Jamaica and Montego Bay specifically where the resort was located. CKFG's Red and Spex went on special excursions around Jamaica so they could come on-air the next day to talk about it on the broadcasts live on CKFG FM from Montego Bay and paint a picture for the listeners in Toronto.

August 22, 2022

Black Daddies Club and Prince Trust Canada tackle the issue of unemployment in the African Caribbean Community of the GTA. It is hard to imagine that in this day and age, African-Caribbean's are still perceived as less intelligent, and are continually subjected to unfair treatment by employers when it comes to hiring, pay and promotions. The pay gap for African-Caribbean workers has been documented in past studies, including one from 2018 that found that people of colour earn 81 cents to every dollar Caucasian Canadians earn.

August 21, 2022

With sixty years of independence and cricket, Trinidad and Tobago and Jamaica celebrate. 1962 was a very important and memorable year for both Trinidad and Tobago and Jamaica, it was the year that both islands got their independence from Britain.

On August 20th, 2022, The Consulate-Generals of Jamaica and Trinidad & Tobago, Toronto hosted their Diamond Jubilee cricket match in commemoration of their 60th Anniversary of Independence. This event will see both islands joining hands in a friendly match showcasing the sportsmanship and skill that Caribbean folks are widely known for.

August 19, 2022

Toronto Caribbean Festival returns after two-year absence with a sizzling display of artistic pageantry and brilliance. The return of the Grande Parade of the Toronto Caribbean Festival was a sizzling display of pageantry. Toronto was ready for this 55th-year celebration after a two-year hiatus due to the COVID-19 pandemic.

August 19, 2022

The celebration of the first in-person Global Black Pride (GBP) events in Toronto from July 28th -31st, 2022 attracted attendees from the international Black LGBTQI communities. It was founded in 2020 and it is the first ever and only activist-led global pride event that brings together Black LGBTQI+ communities across all continents to celebrate their culture, diversity

and provide a space for activists and community-based organizations across the globe to engage and reflect.

MUSIC PROGRAMMING

PROGRAMMING COMPLIANCE THROUGH TARGETED PROGRAMMING

CKFG 98.7FM is “Toronto’s Hip Hop and R&B” station with a playlist and shows that substantiate this mantra. Well over 50% of all musical selections aired on CKFG in the broadcast year were drawn from Subcategory 33 (World beat and international). These selections were of particular interest to the communities we are supposed to focus on.

We set criteria goals with various genres of music that cater to listening audiences of Caribbean and African origins, including but not limited to Hip Hop, R&B, African music, Soca, Reggae and Pop across the criteria of African and Caribbean categories. Shows that air throughout the week are hosted by a diverse and talented range of on-air personalities, both men and women, almost all of whom hail from the Caribbean, and one from Zimbabwe, Africa. CKFG’s line up of programs aired during the broadcast year are listed below (hosts’ on air names are followed by their real names in brackets):

Monday-Friday

“The Morning Flava” hosted by Red (Shereen Sheriff) and the Morning Crew

“The Midday CKFG” non-stop music

“The Traffic CKFG” with Spex Da Boss (Robert Lloyd)

“The Night Hustle” hosted by Linx (Swapan Kalia)

Saturday

“Diggin in the Crates” with Chubb Rock (Syndicated program from Jamaica)

“The Takeover” with Celebrity Dru (Andrew Ganesh)

“Syrenity Saturdays” hosted by Syrenity (Syreta Boothe)

Sunday

“Gospel Sunday” hosted by Perion Prince (Perion Peak)

“The Tanya Mullings show” hosted by Tanya Mullings

“Authentic Caribbean” with Chubb Rock (Syndicated program from Jamaica)

“Soca Show” hosted by the Enforcas (Edward Terry)

“Reggae Vibes” with Spex (Robert Lloyd)

“African Groove” with MC Bonde (Tinashe Keith Masibe Kadete)

CKFG 98.7FM continues to meet its music percentage requirements, through the following shows in particular:

- Gospel Music, News and Talk programming
- African Groove (African/World Beat music)
- Soca Groove (Soca Music)
- Riddim Track (Reggae music)

- 100% Canadian (Canadian music)

APPENDIX B

Report pursuant to the following Condition of Licence:

b. specific details on the manner in which it has fulfilled its commitment to serving the Caribbean and African communities of Toronto in the station's operations and programming roles in light of its employment practices as well as how the programming decisions related to serving the Caribbean and African communities of Toronto were considered and implemented. This report must include specific information about the manner in which the Caribbean and African communities of Toronto are represented in key positions, including decision-making positions, such as station manager, programming director, music director, news director, journalists and on-air hosts. The report must also detail the measures taken by the licensee to fulfill these positions.

The Caribbean-African-Black communities of the GTA are substantially represented in the staff line up of CKFG. A large majority of the employees -- all but 4 out of the 21 employees of CKFG -- are either from the Caribbean or African descent:

Jamaican: 5
Barbados: 3
Guyana: 3
Antigua: 1
Africa: 1
St. Kitts-Nevis: 1
St. Vincent & The Grenadines: 1
Trinidad: 1
Afro American: 1

CKFG actively searches for a recruits individuals from Toronto's Caribbean and African communities. Individuals from these communities are substantially represented and effectively operate all aspects of the station on a day-to-day basis, including in the roles of station manager, programming director, news production and presentation, and on-air hosts.

Simply put, we always strive to fill all positions at the station and ensure that is operations substantially reflect the talent, experience and perspectives of the communities we serve.

We have provided a confidential list of employees for CKFG, including a brief biography for each of them. While information about on-air personalities is also available on CKFG's website – and that website illustrates the strong presence of Toronto's Caribbean and African communities on air and in our operations – the following list is more detailed and contains some personal information of our employees. Accordingly, it is provided on a confidential basis.

Confidential List and Biographies of CKFG FM Employees

[Filed confidentially]

[Filed Confidentially]

[Filed Confidentially]

APPENDIX C

Report pursuant to the following Condition of Licence:

c. With respect to a) and b), the Commission expects the licensee to consult with the communities on an annual basis. The licensee must include in its annual report how it consulted with the Caribbean and African communities of Toronto, with whom it consulted and what feedback the licensee has received from the communities (through consultation or otherwise) on its fulfillment of these conditions.

In order to fulfil the requirement of this condition of licence, the licensee formed an Advisory Council consisting of concerned members of the Caribbean/Black communities. A document called 'Advisory Council' follows this page, outlining the purpose and composition of the Council. The group agreed to meet at least once a year.

The feedback received from the members who attended the last Council meeting in August, 2022, reinforced the manner in which CKFG is conducting its programming and hiring practices. The meeting was also attended by Neeti Ray and station General Manager, Gary Gunter. Some excerpts of their comments are provided below.

Council member **Dahlia Bateman** was pleased with CKFG's performance so far:

"CKFG is in good hands and on 'safe grounds.' She also approved the way programming is being conducted, especially musical selections and news/events coverage. She expressed the need to further diversify musical selection to include more North American artists."

Roger Shaw echoed the feedback from Dahlia Bateman and stated that the 'New FLOW 98.7' is on the right track, especially given that the new management is open to feedback from the community and has been airing musical selections and providing community news and a platform for community members to voice their concerns...

Another Council member, **Anthony Joseph**, editor of news paper Caribbean Camera, wrote after the meeting:

"FLOW is fortunate to be the only game in town for our community and I hope that the more time that FLOW spends in the community the better they will get at understanding the needs of the community and how best to fill them but for now, FLOW is off to a great start. Keep up the good work. As you know I was one of the critics of outside ownership of FLOW 98.7 but I was wrong and the leadership at FLOW is on the right track."

Jaqueline Dixon, Council member, stated the following in a message sent after the annual meeting:

"I am very pleased with some of the changes to programming since the new management has taken over. I can see that the new Flow is moving in the right direction. I would like to see you continue to reach out in this manner for constructive criticism if needed and suggestions. This approach sends the message of inclusion for us members of the community that feel we have a vested interest in the station.

"It is my opinion that the station current programming leaves no doubt in the minds of the listeners that we are a Caribbean station with African influence. The music, hosts, news and commentary heavily reflect that.

"Many of the needs of the community are currently being met with the current programming, However, I believe some more can be added. Our community has many educated and informed listeners that want to remain plugged into the station to show their

support. Therefore, they need some programs that reflect their interests and conversations. This will go a long way towards educating and inspiring them to get behind the strategic planning and objectives for the new Flow.”

ADVISORY COUNCIL

CKFG FM 98.7

The Advisory Council was organized in May 2022, to enhance the engagement of Caribbean and African communities with CKFG FM at a local level in a manner that is relevant and reflective of the regions being served. The following details will make the reader aware of the Advisory Council's interest in contributing to the Caribbean and African groups in the Greater Toronto Area. List of current members of the Advisory Council can be found at the end of this section.

ADVISORY COUNCIL

(a) POLICY STATEMENT:

“In recognition of the Commitment by CKFG 98.7 FM to offer programming which will fulfill the needs of the Caribbean & African communities of the Greater Toronto Area (GTA), an ADVISORY COUNCIL has been organized.”

(b) ADVISORY COUNCIL ROLE:

The Council shall meet on an annual basis, to:

- (A) provide its feedback to the radio station's programming and comment on ways to adequately reflect the Caribbean and African communities of the GTA.
- (B) advise the radio station on ways to improve how the station reflects the aspirations and circumstances of GTA's Caribbean and African communities.
- (C) advise the management of the degree to which the radio station is fulfilling the needs and expectations of these communities.
- (D) assist the radio station in the development of effective communications between the Caribbean-African communities and the radio station management.

(c) ADVISORY COUNCIL COMPOSITION

- a) The Advisory Council currently consists of 5 voting members comprising representatives from the Caribbean and African communities.
- b) The voting members have no financial or other interest in the station. (i.e. they are not employed by the radio station either full time or as program producers, performers, or advertisers on the station).
- c) Council membership is normally for a two-year term with replacement of members on a scheduled rotational basis.
- d) New council members may be recommended by the radio station or the council chairman and shall be appointed by the station manager.
- e) Selected radio station employees may attend council meetings as required with a view of improving programming service.

(d) ADVISORY COUNCIL GUIDELINES

In fulfillment of Advisory Council role it is expected that:

- a) The Council shall normally meet at the minimum once year.
- b) The council members will at the request of the Canadian Radio-television and Telecommunication Commission be present at public hearings where the performance of the radio station is examined or provide written comments if requested by the Commission.
- c) Minutes of all the meetings of advisory council shall be prepared, reviewed by the chairman and radio station, and circulated to council members.
- d) Minutes of all meetings shall be made available to the commission if requested.

CURRENT MEMBERS OF THE ADVISORY COUNCIL

Dahlia V. Bateman
Bateman Law

Jacqueline Dixon
Owner/Key Strategist
New Era Communications

Anthony Plummer
Director
Afro Fest

Anthony Joseph
Publisher
The Caribbean Camera

Roger Shaw
Info Tech
Govt of Ontario