



CKFG FM 98.7
2784486 ONTARIO LIMITED
65 International Bl. Suite 200
Toronto, ON M9W 6L9

Direct Tel. 416-821-3939

November 30, 2023

Filed by GC Key

Marc Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Canada K1A 0N2

Dear Secretary General,

Re: Broadcasting Decision CRTC 2021-275
Conditions of Licence paragraph 8 for CKFG FM 98.7 (CKFG)

I am pleased to submit the attached reports, demonstrating CKFG's compliance with its Conditions of Licence as laid out in Decision CRTC 2021-275, specifically Conditions of Licence paragraph 8, subparagraphs a, b & c as follows:

8. The licensee is required to file an annual report by **30 November** of each year providing:
 - a. specific details on the manner in which it 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 those communities.
 - 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.
 - 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.

- d. In addition to the confidential report filed with the Commission with specific information regarding employment, the licensee must file with the Commission a public version of this report, with aggregated employment data, that will be posted on the Commission's website. The licensee must also make a public version of the report available, as of **30 November** of each year, on the station's website at an easily accessible location.

The attached three appendices correspond to the above subparagraphs a, b & c of the conditions of licence.

Please do not hesitate to contact me if there are any questions.

Thank you.

[Submitted electronically]

Neeti P. Ray
President & CEO
CKFG FM 98.7

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, 2023, CKFG's programming reflected the realities, interests and aspirations of these communities, through news coverage, stringer reports, partnerships, and discussions, and by providing the Caribbean and African communities with the platform to share their views and voice their concerns.

We covered every news and event 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 and talk, partnerships, and event support.

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

September 3, 2022

Operation Black Vote Canada (OBVC) launched the "1834 Global Initiative" to address the underrepresentation of Black Canadians in government and diplomacy. The program aims to inspire and train Black Canadians between 20 and 35 years old, virtually over nine weeks, in global affairs. OBVC seeks to increase Black representation in politics, civil services, and other

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sectors, emphasizing the importance of unique lived experiences and voices at decision-making tables.

September 14, 2022

The Senate Committee on Human Rights held hearings addressing discrimination faced by Black, Muslim women in Edmonton. The sessions explored the intersectionality of Islamophobia, anti-Black racism, Afrophobia, and gender-based discrimination. Instances of verbal and physical attacks were highlighted, emphasizing the need for a dedicated space for Black Muslim women to contribute to discussions about violence and discrimination. The findings from the hearings will inform a report with recommendations to address Islamophobia.

October 22, 2022

Guyana's President, Dr. Irfaan Ali, welcomed the UK's announcement of a visa waiver, emphasizing its positive impact on strengthening relationships and people-to-people contact. The waiver, effective from November 9, is seen as a result of collaborative efforts and signals confidence in Guyana. President Ali outlined the broader goals of expanding bilateral relations, attracting investments, and positioning Guyana as a hub in the region for trade, infrastructure, and transformative projects.

October 29, 2022

The Canadian Medical Association Journal (CMAJ) is publishing two special issues focusing on anti-Black racism in healthcare. Our news highlighted that it would cover topics such as equitable cancer care, medical schools' responses to anti-Black racism, and mental health of Black youth. The initiative aims to shed light on the impact of systemic racism on health outcomes and provide a foundation for addressing these issues within the Canadian healthcare system.

November 21, 2022

Western University introduced the Black Leadership University Experience (BLUE) program, offering Black students part-time employment, work experience, and networking opportunities in the London, Ontario community. The initiative, supporting 20 students in its first year, aims to bridge the gap between academia and practical skills. Participants appreciate the program's focus on the unique needs of Black students and its potential to create positive impacts within the community.

November 25, 2022

Dr. Mary Anne Chambers, Chancellor of Guelph University, emphasized the importance of facing challenges with resilience and investing in the youth during her speech at the Caribbean Impact Awards on November 25, 2022. She urged recognition of those making positive impacts in society, emphasizing that acknowledging such contributions encourages individuals to continue making a difference. The Impact Awards recognized Caribbean individuals in areas such as arts & culture, entertainment, community organization, education, health services, sport, and business.

December 7, 2022

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B. Denham Jolly, a businessman, former publisher, and human rights activist, received the Order of Distinction for his significant contributions to the Jamaican Diaspora in Canada. Jolly's extensive involvement in both business and community endeavors for the Black community was highlighted, including his support for community organizations and initiatives such as the Pan-African Credit Union.

January 24, 2023

Minister Ahmed Hussen announced the theme for this year's Black History Month in Canada as "Ours to Tell" and encouraged Canadians to reflect on the life and legacy of the Honourable Lincoln Alexander. Born in Toronto, Alexander became Canada's first Black Member of Parliament, Cabinet minister, and Lieutenant Governor of Ontario, leaving a lasting impact through his advocacy for racial equality, support for youth, and belief in education as a catalyst for social change. The Lincoln Alexander Day Act designates January 21, his birthdate, as "Lincoln Alexander Day" to honor his significant contributions to the country.

February 2, 2023

Air Canada announced an increase in fees for additional checked baggage on flights from Kingston, Jamaica, to Canada and the U.S., aiming to encourage customers to pack more conservatively. The airline attributed the fee adjustment to the limited cargo space on smaller aircraft operating the route and the historical trend of passengers exceeding baggage limits. The coverage included reactions from upset Jamaican travelers in Toronto who express concern about the impact on their ability to bring gifts and belongings.

February 3, 2023

Dr. Sharon Burey, a Jamaican-Canadian pediatrician and advocate for children's health and well-being, was appointed to the Senate of Canada. The news highlighted Dr. Burey's career dedicated to equality and justice, emphasizing her leadership and recognition in the field of health advocacy.

February 7, 2023

This news story explored the historical significance of the Black Cross Nurses, an auxiliary group of the Universal Negro Improvement Association (UNIA) founded by Marcus Garvey. The Black Cross Nurses, active in Canada, addressed healthcare disparities by providing services and education to Black communities, particularly in the absence of opportunities for Black individuals in nursing schools. The coverage underscored the crucial role these nurses played in filling gaps in the healthcare system and the challenges they faced due to exclusionary policies.

February 17, 2023

A group of Black scientists in Ontario, part of the Black Scientists' Task Force on Vaccine Equity, presented a comprehensive report titled "Advancing Racial Equity: Ontario's Anti-Black Racism Strategy" to the provincial government. The report recommends a government-wide effort to address anti-Black racism, emphasizing the need for collaboration with the Black community to develop evidence-based plans for the health, education, child welfare, and justice sectors. The task force underscored the persistent patterns of anti-Black racism in the provincial public sector and calls for increased data, research, and community involvement to shape policies and programs.

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February 17, 2023

Construction trade unions and partnering organizations, in collaboration with Afroglobal Television, are set to honor the No. 2 Construction Battalion, the largest Black unit in Canadian history during World War 1, as part of their Black History Month celebration. The Carpenters' Union, hosting the event, will present replicas of a commemorative coin, and the keynote speaker, Jean Augustine, will highlight the battalion's historical significance. The coverage also detailed the unit's formation, challenges faced by Black volunteers during recruitment, and its contributions to the war effort.

February 17, 2023

Canadian Prime Minister Justin Trudeau announced new initiatives to support Haiti amid its political, security, and humanitarian crisis. Trudeau pledged \$10 million in funding to protect Haitian women and children, imposed additional sanctions against individuals supporting gangs, and committed naval assistance to address escalating violence. The coverage outlined Canada's broader commitment to addressing climate change, regional security challenges, and supporting CARICOM initiatives, including Trudeau's role as Chair of Caribbean Development Bank's Board of Governors in 2023.

March 28, 2023

Haitian Canadian screenwriter Yasmin Mathurin secured the 2023 TIFF–CBC Films Screenwriter Award for her screenplay "Sorry Pardon Madame." The coming-of-age story explores the Canadian immigrant experience through the lens of a hyphenated Haitian-Canadian.

April 5, 2023

Canadian universities, including Toronto Metropolitan University, York University, and the University of British Columbia, are opening lounges specifically designated for Black students. These spaces, equipped with facilities and created in response to systemic racism, aim to provide safe environments for Black students to foster a sense of belonging, following increased awareness and demands for change after the death of George Floyd in 2020.

April 18, 2023

A study led by Dr. Aisha K Lofters reveals a consistently higher incidence of prostate cancer among immigrants from Caribbean and West African countries in Ontario from 2008 to 2016. The research aims to raise awareness and prompt early monitoring among men from these regions, advocating for improved healthcare policies and addressing potential systemic barriers.

July 18, 2023

The first Black woman elected to Toronto's municipal government and the first Black female commissioner of the Ontario Human Rights Commission, Beverley Salmon, passes away at 92. Recognized as a trailblazer and advocate for inclusivity, her legacy includes groundbreaking contributions to anti-racism efforts, education, and civic engagement, leaving a lasting impact on Toronto.

COMMUNITY OUTREACH INITIATIVES

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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. Discount for all not-for-profit organizations and Charitable Organizations
3. 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.
4. 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 Excellence Celebration (Feb 2023)** - Black History Month event to celebrate and highlight Black Excellence with an awards and dinner event.
- **Black Business Professional Association (BBPA) Holiday Campaign (Nov/Dec’22)**- 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
- **Toronto Black Film Festival (Feb 2023)** - CKFG supported this event with several days of promotion, marketing and giveaways
- **Meet The Motivators (May 2023)**- this 2 day event was focused on the celebration and showcase of Caribbean and women of color. CKFG morning show host was a speaker at the event. Day 1 included workshops and educational seminars. Day 2 was a black tie gala with dinner and live entertainment, with CKFG as the title sponsor and host of the evening.
- **Roots Community Health Services Wellness Fair (May 2023)** – A community service agency that delivers programs & services to help individuals and families from Black African Caribbean (BAC) communities improve their livelihood, mental health & well-being. CKFG supported their event with live remote broadcast and a host.

- **Afrofest (July 2023)**- 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
- **Jerkfest (August 2023)** - 3 Day festival celebrating the Jamaican population with music performances and family fun. CKFG executed an extensive, special “Show Your Flow Talent Showcase” on-air promotion to support local, emerging artists in the genres of Reggae, Soca, Gospel, RnB and Afrobeats. CKFG highlighted the winners with a “Takeover” of our Morning Show and all winners performed on stage at JerkFest
- **Gray Matter Health & Wellness Studio (Sept 2023)** – A new, one-of-a kind Therapy Studio that offers culturally-sensitive psychotherapy to racialized individuals, couples, families and first responders. CKFG supported their Grand Opening with a live remote and a host.
- **CBC’s Legacy Awards (Sept 2023)** – major partner for CBC award show to celebrate Canada’s established and emerging Black talent. The Black Academy’s award show featured performances, award presentations and tributes honouring both established and emerging Black Canadian talent. CKFG hosts were part of the evening, including interviews with major artists from the red carpet.
- **Caribbean Camera- Impact Awards (Oct 2023)** – sponsored an event honouring outstanding individuals and groups from the Caribbean Canadian community in sports, education, business. A CKFG on-air host was invited to present an award
- **Ballet Creole (Oct 2023)** – Canada’s only Professional Black Dance & Ballet Production Company presenting African and Caribbean-Centred Programming on Stage and in Communities. CKFG supported their production with several days of promotion and giveaways
- **Princess Margaret Cancer Center Fundraiser (Oct 2023)**- Partner with St. Margaret Hospital to raise money from CKFG listeners during 1 day radiothon taken place Oct 25th from 7am-11pm to raise money for cancer research and educate our audience on how cancer affects the Black Community
- **Roots Community Health Services Wellness Fair (Oct 2023)** – A community service agency that delivers programs & services to help individuals and families from Black African Caribbean (BAC) communities improve their livelihood, mental health & well-being. CKFG supported their event with live remote and a host.

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:

- **Princess Margaret Cancer Foundation (PMCF)**- Developed and implemented a radiothon with the Princess Margaret Cancer Foundation to raise money for cancer research
- **Black Scientist Task Force** – Supported Healthcare Summit with a remote broadcast focusing on health care needs and availability in the black community
- **Black History Month** – created and aired 1 minute vignettes on noteworthy Canadians/persons from the community
- **Special remote broadcasts focused on health services:** Carea Community Healthcare, Roots Community Services, Rexdale Community Health Services
- **Urban Rez Solutions** – Promoted an anti-black racism townhall
- **Caribbean Camera- Impact Awards** – sponsored an event honouring outstanding individuals and groups from the Caribbean Canadian community in sports, education, business. A CKFG on-air host was invited to present a prominent award
- **Holiday Toy Drive** – Organized and promoted a toy drive with toys given to CKFG to be given to needy children in the community
- **Toronto Black Film Festival** – TBFF – Promoted films being shown at the Toronto Black Film Festival
- **Jamaica Day fest** - Promoted the celebration of Jamaican food and music with a CKFG live remote broadcast
- **Tim Horton's Camp Day** - 2 hour remote broadcast at select Tim Horton's to support Tim Hortons Foundation Camps, which aids underserved, less-fortunate youth to help them reach their full potential
- **McDonalds McHappy Day** - 2-Hour remote broadcast at select McDonalds and promo campaign to support Ronald McDonald House Charities provide aid to Canadian families and sick children

PSA Contributions include:

- **Legacy Enterprises** – PSA campaign to support annual LEGACY poster calendar created by artist and Order of Canada recipient Robert Small to celebrate Black History Month. Each calendar honours specific recipients from the Black community for their outstanding achievements in Social Services, Education, Community, Arts & Entertainment.
- **Covenant House** – PSA campaign to Charity that gives youth who are homeless a warm bed, a hot meal and a chance at a better future
- **CNE Foundation** – PSA campaign for the philanthropic arm of the Canadian National Exhibition Association that funds programs year-round to make a positive impact on the lives of individuals and their communities
- **Young Bosses in Canada** – PSA Campaign to support youth who want to become entrepreneurs
- **Red Cross** – campaign for maritime hurricane relief

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- **Fred Victor** – help for the homeless
- **Black Mental Health Canada** – Promoted 2 day workshop to educate/train clinicians from an Afrocentric perspective
- **Home Equity Bank** – Support for veteran via buying poppies
- **BGC Canada** – Clubs promoting physical activity, healthy living, job training, leadership, and creative expression.
- **Yaij** - Connecting youth with spoken word poetry
- **Consulate of Jamaica** – renewing/applying for your Jamaican passport
- **Catie** – HIV awareness and self testing
- **Stand Up to Cancer Canada** – Promoting event to support cancer research/patients/treatment
- **Subway's Never Miss Lunch campaign** – Promoted program to provide nutritious food to kids in need during the summer break, in partnership with Food Banks Canada's After the Bell program
- **Mental Health Awareness Peace of Mind** – Promoted the mental health of people in the black community

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, Reggae, Afrobeats, Soca, Dancehall, 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. 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 Flow” hosted by Tanya Mullings
- “The Traffic Flow” hosted by Spex Da Boss (Robert Lloyd)
- “The Night Hustle” hosted by Linx (Swapan Kalia)

Saturday

- “Diggin in the Crates” with Chubb Rock (Syndicated program from Jamaican artist)
- “The Takeover” with Celebrity Dru (Andrew Ganesh)
- “Syrenity Saturdays” hosted by Syrenity (Syreta Boothe)

Sunday

- “The Tanya Mullings show” hosted by Tanya Mullings
- “Authentic Caribbean” with Chubb Rock (Syndicated program from Jamaican artist)
- “Soca Groove” hosted by D’Enforcas (Edward Terry)
- “Riddim Track” Reggae with Spex (Robert Lloyd)

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

- News and Talk programming
- Soca Groove (Soca Music)
- Riddim Track (Reggae 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 20 employees of CKFG -- are either from the Caribbean or African descent:

Jamaican: 5
 Barbados: 3
 Guyana: 2
 Antigua: 1
 St. Kitts-Nevis: 1
 St. Vincent & The Grenadines: 1
 Trinidad: 2
 Afro-American - 1

CKFG actively searches for and 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 its 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

[Confidential]

[Confidential]

[Confidential]

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 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 over the past year reinforced the manner in which CKFG is conducting its programming and hiring practices. Some excerpts of their comments are provided below.

Council member **Dahlia Bateman** was pleased with CKFG's performance during the 2022-2023 broadcast year and repeated her confidence in the new ownership:

“CKFG has done what it supposed to do. Adding an interactive show on Sundays, similar to the 'Grape Vine' that used to air a few years ago, would be of great interest to the Black community.”

Shiley Chisholm, who is also on the Advisory Board of the Canadian Association of Urban Financial Professionals, echoed the positive feedback on programming and news. She said “the news is very good, with the right mix of local, Caribbean and international news.” Shirley also said “the music reflects our community and there is a good mix, from Soca to Reggae to Hip Hop. I feel connected to the hosts.” Shirley was inducted to the National Wall of Role Models - Black Canadian Awards - Diversity Advancement Network in 2016, is actively involved in the Canada Inclusion & Diversity Leadership Council, and serves as the President of EWIIN.ca, a non-profit organization that focuses on providing mentorship, coaching, and networking opportunities to Black Women in Insurance.

Yvette Blackburn, a prominent community advocate, educator, and diversity consultant in education and government, shared her thoughts as well. Yvette is a recipient of 100 Accomplished Black Canadian Women and recognized by Consul General of Jamaica as a “Toronto Game Changer.” She holds several Board positions, including the Global Jamaica Diaspora Council, the Jamaican Diaspora Board Member representative for Canada, Toronto District School Board Black Students Achievement Community Advisory Committee, Toronto Police Services - Vice Chair Black Community Consultative Committee and several more. Yvette said:

“The black community in the East end of Toronto needs this station. We must find a way to amplify signal strength in this area and the community will advocate for it.

I am very happy with the on-air personalities. They are diverse, and reflect our community. The guests on the station are quite interesting, although some are brought back too often. The music is an integrated mix of Caribbean music with reggae, calypso, dancehall, Afrobeat, lovers rock, and more - it's all intertwined and I love it.

The station is also doing a good job with sponsorships. The remote broadcasts are at places relevant to the community. Keep this up!”

Edith Cameron, a senior family lawyer with the Ontario Government and social justice advocate who develops policies for marginalized communities, said: “I like that the hosts reflect the community. There are really interesting programs on Flow 98.7. The music is also quite good, with dancehall and hip hop, but could have a bit more calypso.”

Another Council member, **Anthony Joseph**, editor of news paper Caribbean Camera, said:

“The station reflects the Caribbean and African communities with the music and also with the support for community events. The news also has more of a Caribbean flavor than before, which is relevant to us.

The programming has gotten better than in the past and I am confident that it will get even better in the future.”

Jaqueline Dixon, Council member, stated the following:

“I am absolutely thrilled to know that Flow is doing everything in its power to keep the only mega phone open to this community alive and well. I believe that success is inevitable based on your approach.

“Having an advisory council is critical to hear the voices from the community and for them to share thoughts and feedback on Flow. Participation in a group like that allows us to feel included and share that feeling with our community

ADVISORY COUNCIL

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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
Founder, Meet the Motivators awards

Yvette Blackburn

President and CEO, Upliftment Enterprises
Board/Council member: Global Jamaica Diaspora Council, the Jamaican Diaspora Board
Member representative for Canada, PACER 2.0 - Toronto Police Services, Toronto
District School Board Black Students Achievement Community Advisory Committee,
Toronto Police Services - Vice Chair Black Community Consultative Committee

Shirley Chisholm

SVP, Marsh McLennan. Canada Inclusion & Diversity Leadership Council
Advisory Board, Canadian Association of Urban Financial Professionals (CAUFP)
President, EWIIN.ca (Ebony Women in Insurance Network)
Speaker and coach, Black Canadian Women EmpowerHer
Inductee to Black Canadian Awards' National Wall of Role Models

Edith Cameron

Senior family lawyer, Legal Aid Ontario

Anthony Plummer

Director
Afro Fest

Anthony Joseph

Publisher, The Caribbean Camera