

ckua

ADDRESS TO THE COMMUNITY

APRIL 2024

THE TIME IS NOW

FAQ'S



Our ask of the community

We must raise \$3M dollars by September 30.

This is not happening because of a lack of success.

1. CKUA audiences have been growing and diversifying steadily over the past five years.
2. Our fundraising revenues have been steady at a time when many charities and cultural organizations are struggling.
3. Our advertising sales have been steady at a time when traditional media advertising is down.

Meanwhile

4. Inflationary pressures are rising costs that are impacting CKUA like everyone else.
5. CKUA owns the Alberta Hotel. It is part commercial real estate and draining our reserves too quickly due to post-pandemic office market vacancies and property devaluation.
6. Despite providing a free public service, the government does not fund CKUA. Attempts to secure relief funding from governments over the past year have not yet been successful.

This is a perfect storm. We have a plan, but we need time to make it happen.

Read on for more details and answers to frequently asked questions.

About CKUA Radio Foundation

CKUA is a community.

Imagine a music incubator that provides a platform for great artists to emerge and serves as a virtual year-round music festival. This festival, expertly curated and diverse in musical offerings, is a celebration of musical and art discovery, showcasing some of the best independent and emerging work from Alberta, Canada, and beyond. Funded overwhelmingly by its audience, CKUA thrives on the connections it forges between artists, listeners, and partners. These connections form a close-knit community that shares a passion for the transformative power of music, art, and local storytelling.

Established in 1927, CKUA was Canada's first educational and public broadcaster. Today, CKUA is an Alberta-wide charitable arts and culture organization and broadcaster serving audiences on five continents. The provincial scope and broad culture sector-only focus of CKUA, coupled with its innovative programming, is not found anywhere else in Canada. Its equal role in preserving and protecting a 100-year-old working library and archive, operating the historic 1903 Alberta Hotel and its public performance and gathering spaces, and educating future media, arts administration, and archival professionals is unmatched anywhere.

The slides at the end of this deck provide more information about CKUA's mission, vision, and mandate.

Charitable registration number: 118776830 RR 0001

The logo for CKUA, featuring the lowercase letters 'ckua' in a white, bold, sans-serif font. The letter 'k' is stylized with a white outline and a shadow effect, making it stand out from the other letters. The logo is set against a dark blue circular background.

**CREATING A BETTER WORLD
CONNECTED THROUGH
MUSIC, ARTS & CULTURE.**

Why is CKUA running a deficit?

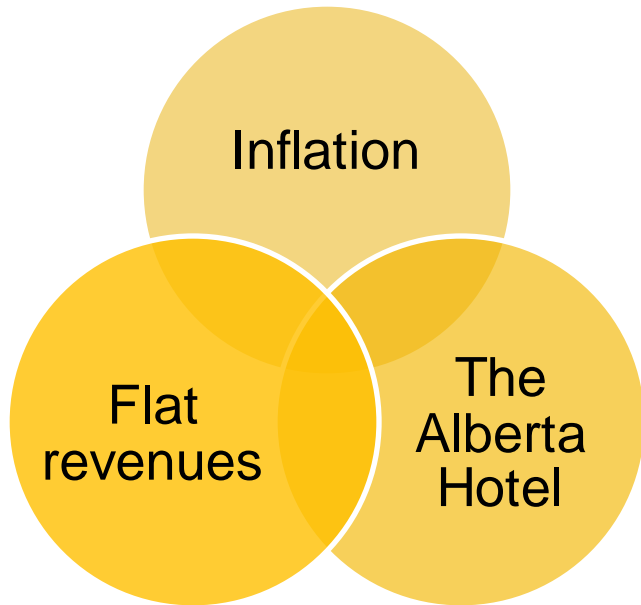
It is a perfect storm.

Like every household and business, we are grappling with **the dramatic effects of inflation**. The near doubling of borrowing costs, skyrocketing utility rates, and ballooning capital costs to maintain and modernize our technical systems are hard to absorb. Our utilities bill is nearly \$1M alone this year.

CKUA owns the Alberta Hotel, and we are not immune to the post-pandemic vacancy and devaluation of Edmonton's downtown office real estate market. This urgent situation has forced us to draw on our reserves as we actively seek a solution to ensure the continuation of our essential public service.

CKUA's fundraising and sales revenues are essentially flat. We provide a free service anyone can access and enjoy anywhere while not being government-funded. Since public airwaves are free, we can't automatically pass on our cost increases to our customers as most businesses can. We must crowdsource our funding. At a time when many non-profits, arts organizations and commercial media are seeing their revenues down, the fact that we have remained steady shows the value people place in our service and what it means to them.

Before the past 18 months, CKUA diligently managed costs and balanced budgets. With inflation alone, CKUA would have been able to find solutions while drawing on our reserves as needed. However, adding the real estate pressures is too much to bear, draining our reserves too quickly.



Is this a CKUA issue or something bigger?

It's both.

For CKUA, audiences are up. Our core business revenues have remained relatively flat, while inflation has significantly raised our costs. This is coupled with the real estate challenges most office building owners are feeling in a post-COVID work world. We are dealing with forces much bigger than us.

Looking further afield, many cultural organizations and broadcasters are struggling as well:

- **[For some cultural organizations](#)**, it's a result of stagnating or decreasing revenues, changes in audience behaviour post-COVID, and increasing inflationary costs.
- **[For commercial media companies](#)**, this results from dramatically decreasing advertising revenues due to digital disruption and increasing inflationary costs.
- **[For donor-supported public radio stations](#)** in the United States, this results from decreasing revenues and audiences and increasing inflationary costs.



18" transcription disc, used to broadcast to Alaska during the [building of the Highway to Alaska](#).



CKUA Hosts L-R: Grant Stovel, Kate Stevens, Marek Tyler, Leo Cripps, Lisa Wilton, Tony King, Holger Petersen

How long has this been brewing?

It's been building for 18 months.

Like many organizations and households, the last 18 months have been especially difficult. Before then, our budgets were balanced. Our reserves were 50% of our operating budget.

Our community report, which was circulated widely in February 2024, can be found here:

<https://ckua.com/read/community-report-2022-2023/>.

Our financial statements can be found here: <https://ckua.com/wp-content/uploads/2024/02/CKUA-Audited-FS-Yr-End-Aug-31-2023-signed.pdf>

Statement of Operations		
Revenues over deficiencies (Financial Year ending August 31)		
FY 19/20	76,928	COVID hits mid-year (March 2020)*
FY 20/21	583,136	COVID*
FY 21/22	-50,119	Inflation surge starts mid-year (February 2022)
FY 22/23	-1,437,715	Inflation, real estate challenges

* Uncertain about the future, CKUA applied for \$30,000 of COVID relief in March 2020 after our advertising sales immediately dried up. We did not apply for or receive any additional relief funding after that.



The Alberta Hotel, Edmonton, AB

Why is the Alberta Hotel an issue?

The Alberta Hotel – a perfect storm within a perfect storm.

CKUA embarked on the Alberta Hotel project with a vision of half commercial real estate, a venture aimed at diversifying revenues and offsetting operating costs. The City and the Province showed their support with a matched contribution of \$5M each. However, the federal government's contribution of only \$500,000 meant CKUA had to assume an unbudgeted \$6M loan to complete the project.

Today, we are facing a perfect storm of challenges, each one posing a significant threat to our operations. Inflation is rampant, utilities and insurance costs have skyrocketed, and our cost of borrowing has nearly doubled. 18 months ago, the building was full. The post-pandemic shift in work dynamics has disrupted the office rental market, leading to the departure of two tenants and the insolvency of our lead tenant, which occupied over 40% of the building. Attracting new tenants willing to pay a reasonable rate is a slow process in this climate, putting a strain on our reserves and threatening our financial stability.

Simultaneously, we have been consulting with real estate professionals. Building market values are nearly half what they were pre-pandemic. The Alberta Hotel's market value has dropped nearly 50%, meaning we are unable to sell given our loan repayment obligations and the significant cost of relocating and reestablishing a new technical centre. **We can't afford to sell. We can't afford to stay.**



Senator Tommy Banks, former CKUA host

How long does CKUA have?

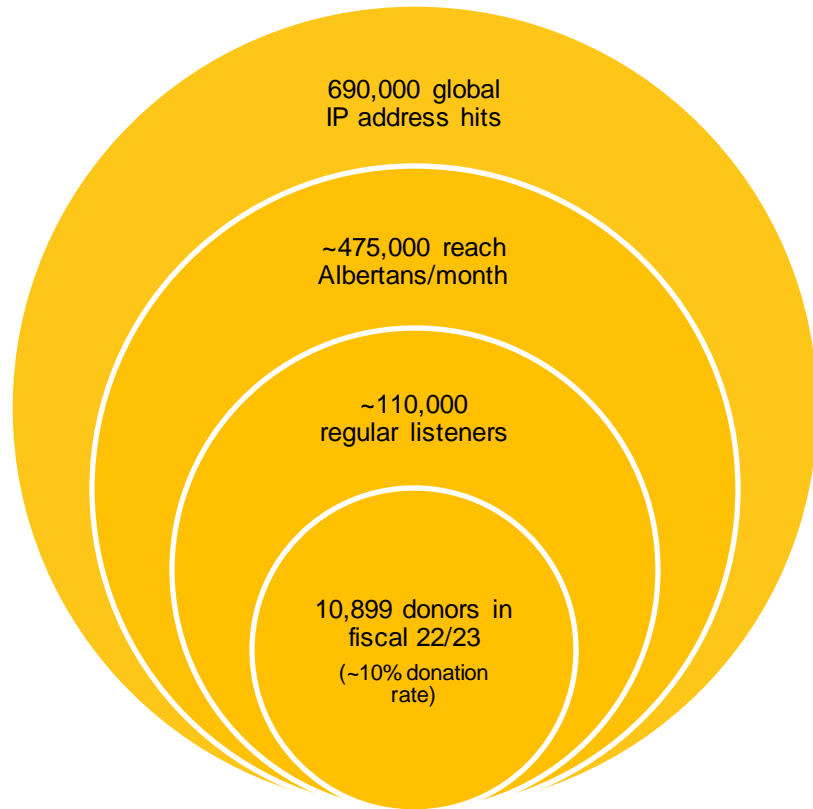
That depends on the community and the government.

By taking action, we can ensure that this summer is not CKUA's last festival season but the beginning of a nationally significant centennial—a first in Canada for public broadcasting.

The bottom line is that we must raise \$3M between now and September 30, 2024. We have a plan to achieve this and more so that we can emerge stronger from this perfect storm, but it depends on whether we get the help we seek.

We have an incredible community of listeners and champions who believe wholeheartedly in what we do and what it means to so many. We can get there together.

Is this because nobody listens to radio anymore?



CKUA audience

CKUA is growing.

CKUA has been trending up for several years while refreshing our programming and growing our online community and streaming channels. We can't count each individual listener; however, the most recent audience reach report issued by Numeris, our 3rd party audience measurement service, indicated that our estimated reach has grown to over 475,000 Albertans/month. Last year, CKUA registered 690,000 IP address hits from around the globe. Listener loyalty, a key indicator of donor potential through daily engagement, has also grown steadily in Alberta.

CKUA v AAA*	Year Over Year	6-Year Horizon
	FY22-23	FY18-23
AAA - age 18+	3.8%	5.3%
CKUA - age 18+	13.2%	10.2%

* AAA = Mixed music format donor-supported radio stations in the United States (industry benchmark)

CKUA vs. AB Radio*	Year Over Year	6-Year Horizon
	FY22-23	FY18-23
AB Radio - age 18+	-1.1%	-15.4%
CKUA - age 18+	13.2%	10.2%

* AB Radio = Commercial/CBC radio in Edmonton and Calgary based on Numeris 3rd party audience measurement service



Isn't CKUA government or volunteer run/university funded?

No.

CKUA is a professional, independent broadcaster overwhelmingly supported by listener donations. We have been this way since 1997. We employ 91 professionals, and as part of our charitable incorporation, we provide education and internship placements for students practicing broadcasting, production, journalism, arts administration, and library and archives management.

It's a common misconception that CKUA is affiliated with the University of Alberta. While our call letters are 'UA,' we operate independently and **do not receive student fees or university funding**. The U of A's campus station is CJSR. CKUA, on the other hand, began as a startup at the U of A in 1927 and later became part of the Government of Alberta in the 1940s.

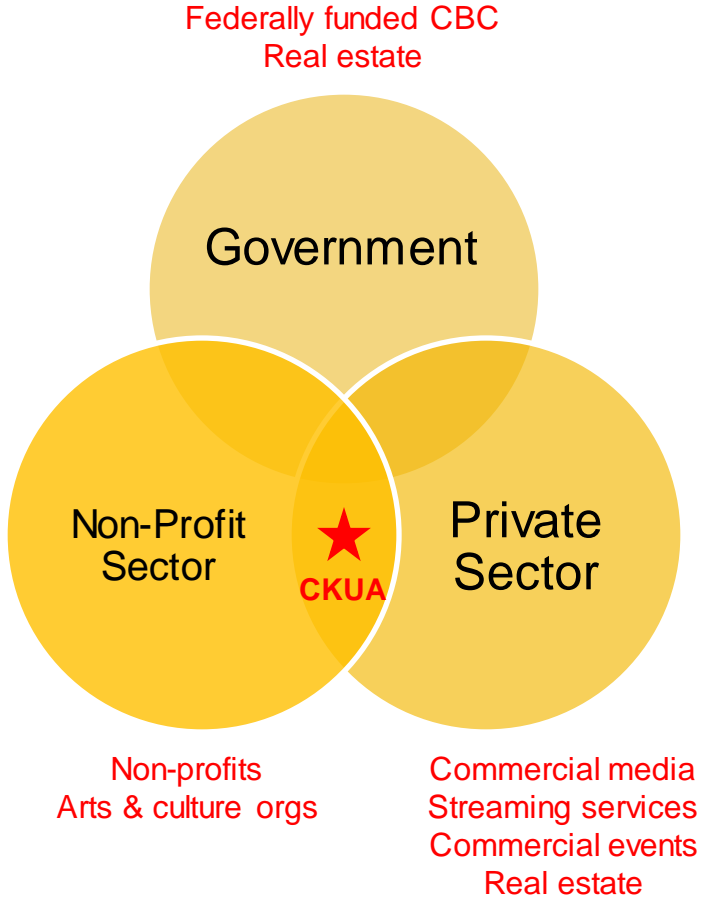
From the 1940s to 1997, we were part of the Province of Alberta's Access Education Network. One night in 1997, we were decommissioned, and six weeks later, we were reborn under our current business model. **Today, we receive less than 1.5% of operating support from municipal and provincial government funders and not a penny from the federal government.**

H.P. Brown, [founder, innovator, altruist](#).

What are your revenue sources?

CKUA “competes” for audiences, donations, grants and cultural spending dollars with multiple sources.

CKUA plays its own game. We don’t actively set out to compete with any organization. We partner with nearly 150 organizations in a year. But, at the end of the day, we need to generate revenues just like everyone else from the same communities. Even though we are a charitable enterprise, we don’t just compete with other charities; we also compete with governments and the private sector – a formidable task on a comparatively small budget. In 2022/23, CKUA’s revenues broke down like this:



CKUA’s “competition”

Revenues	FY22/23 % of budget
Listeners (donations and 50/50s)	72.9%
Real estate	11.1%
Advertising and sponsorship (amount limited due to our charitable business model)	8.2%
Operating grants from City of Edmonton and Government of Alberta	1.4%
Project grants from governments or foundations	0.6%
Endowed funds at Edmonton Community Foundation and Calgary Foundation	0.2%
Amortization of deferred capital contributions	5.6%
Total	100.0%

Our audited financials for last year can be found here: [CKUA-Audited-FS-Yr-End-Aug-31-2023-signed.pdf](#)



CKUA on-site at the Edmonton Folk Music Festival, 2023

Why don't you just sell more advertising?

CKUA is legally capped at how much we can sell.

Our CRTC license stipulates that we can sell a maximum of 6 minutes/hour of commercials due to our incorporation as a charitable non-profit.

We are currently at ~50% capacity, and revenues have been essentially flat year over year. This is despite the plummeting revenues from commercial media advertising in recent years. To reach 100% capacity, we would generate approximately an additional \$700K in advertising revenues.

There are two challenges with getting to full capacity quickly in a market now dominated by digital advertising:

1. Radio advertising usually relies upon a defined geographic region and listener demographic. In CKUA's case, our geography is vast, as is our demographic. It requires a longer sales cycle and more salespeople to identify and close sales prospects seeking an audience like CKUA's.
2. To broaden our appeal to ad agencies and advertisers unfamiliar with CKUA, we would have to adopt the same advertising aesthetic as commercial radio and create a similar offering. Our donors choose CKUA in large part because we aren't commercial radio. By becoming something our listeners seek refuge from, we would lose significant donor support and listeners - more than we would make from advertising.



1997, CKUA returns!

Is this because you aren't making your on-air fundraising goals?

In part, yes.

We have increased our fundraising goals over recent campaigns as our inflationary costs have gone up, but we haven't met those goals since COVID.

This isn't to say that we are making less money than before COVID during our fundraising campaigns.

The economic reality is that we aren't generating as much new revenue through tried-and-true methods that have served us in the past to keep pace with cost escalations.

CKUA Campaign Performance Analysis

	Fall 23	Spring 23	Fall 22	Spring 22	Fall 21	Spring 21	Fall 20	Spring 20	Fall 19
	Affordability Crisis		Inflation Surge		COVID				Pre-COVID
GOAL	820,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	650,000	550,000
Total Reported Cash In Hand	681,512	625,832	713,221	860,569	1,062,875	1,053,956	1,104,690	750,504	550,795
PLUS: Annual value of monthly pledges	56,150	50,602	95,220	53,460	54,800	68,700	79,460	79,580	38,350
Contribution to Annual Budget	737,662	676,434	808,441	914,029	1,117,675	1,122,656	1,184,150	830,084	589,145



Aladean Kheroufi – Edmonton, AB
Performs at Downtown Spark

What have you done to address your expenses?

CKUA's expenses are mostly fixed.

CKUA is unlike most businesses. **Our work week is the equivalent of 3 traditional work weeks (126 hours)**, and we cannot close for a day, shorten a “season,” or offshore the making of the authentic, local programming that our listeners support to robots or cheaper markets. Most of our costs are fixed and tied to programming and distribution points across Alberta and around the world. Other positions support necessary revenue generation and administration, which is required to fulfill our extensive federally legislated legal obligations and business functions. Furthermore:

- **CKUA does not pay bonuses**, and we have unfortunately not kept pace with cost-of-living increases for our deserving staff during the current affordability crisis.
- **CKUA is understaffed by several positions**, with zero redundancy in roles necessary to carry out critical functions that keep us in the booth, on the air and in business 24/7/365.

Our audited financial statements can be found here: <https://ckua.com/wp-content/uploads/2024/02/CKUA-Audited-FS-Yr-End-Aug-31-2023-signed.pdf>



CKUA Transmitter from 1927

What have you done to address your expenses?

Significant cuts would create lasting damage to CKUA.

There are two scenarios that would lower our operating costs; however, they would result in corresponding losses in revenues:

1. Shut down transmitters. While expedient, we would lose many donors, especially in rural communities where internet connectivity is poor. Currently, donors in each community cover the operating costs of their transmitters, and more than 70% of our listeners listen to CKUA at least in part through FM. Approximately 1/3 of CKUA's listenership and revenues are from Calgary, 1/3 from Edmonton, and 1/3 from the rest of the province and further afield. It's a zero-sum game.
2. Adopt the same programming ethos as the CBC and commercial media organizations by running heavily repeated programming. This would mean losing donors by eliminating shows they support and dramatically altering the unique programming they have come to love and appreciate. It's also a zero-sum game.

Safeguarding donor support is paramount for CKUA. Not only are they sources of revenue in the short term, but they are also the people who can make a lasting impact through major donations and legacy bequests that set CKUA up for another century of serving Albertans and Canadians.



Shayne Giles (L) speaks with JUNO Award winner Aysanabee (R) at The Edmonton Folk Music Festival, 2023

Where is the Federal Government on this?

No success yet.

CKUA does not receive any annual funding from the federal government.

History: CKUA undertook a capital campaign to rebuild the historic Alberta Hotel in response to Edmonton's cultural plan to grow our city's cultural footprint and capacity. The mechanism to kickstart these kinds of projects was via tripartite cultural funding between the City of Edmonton, the Province of Alberta, and the Federal government. The City and the Province each contributed \$5M; however, the federal government only contributed \$500,000, and CKUA had to take out an unexpected and unbudgeted \$6 million loan. **The near doubling of our carrying costs for the loan in 18 months is part of our financial pressures today.**

Today: Since June 2023, we have been urgently reaching out in an attempt to find funding for the 2024 budget. Our headquarters are in Minister Boissonnault's riding, and we have been collaborating with him. However, our efforts in Ottawa have yet to bear fruit. In the same period, **the federal government allocated hundreds of millions of new dollars** to the CBC and relief funding for Bell Media, and private media. Many of these organizations are headquartered in Ontario and Quebec. **Our needs are urgent and existential. The West wants in.**



Where is the Provincial Government on this?

No success yet.

CKUA receives an annual \$57,000 operating grant equivalent to 1.3 cents per Albertan. It is the equivalent of 2.5 days of operating support. We have engaged in outreach since June 2023 but have not seen success. No funds were made available in the February 29th budget for 2024 or in the residual 2023 budget.

We have extended the unique opportunity to be the hero in this story to the province. Founded in 1927 at the Faculty of Extension at the U of A, our first job as a startup was to serve as an educator, running segments like the Farm Report and connecting agrarian communities to the university. As Canada's first educational and public broadcaster, CKUA was an innovation wonder and a prime example of Albertan entrepreneurial exceptionalism. From there, we became an Alberta business export – the pioneering blueprint for all public broadcasting in Canada, capturing and telling local stories often overlooked or ignored today by national media increasingly centralized in Ontario and Quebec. To this day, we continue to bridge the urban/rural divide and service every corner of the province while telling a piece of Alberta's story to the world. We are Alberta through and through, and something you'd think the GOA would be proud of and want to protect.

We remain hopeful that the province will be there for us in our time of need. The Premier, a broadcaster herself, has said in several speeches, "We Albertans need to take care of our own."



Jay Gilday – Edmonton, AB
Indigenous Artist of the Year, Western Canadian
Music Awards

Where is the Municipal Government on this?

Serving two cities.

Edmonton History: CKUA undertook a capital campaign to rebuild the historic Alberta Hotel in response to Edmonton's cultural plan to grow our city's cultural footprint and capacity. The mechanism to kickstart these kinds of projects was via tripartite cultural funding between the City of Edmonton, the Province of Alberta, and the Federal government. The City and the Province each contributed \$5M; however, the federal government only contributed \$500,000, and CKUA had to take out an unexpected and unbudgeted \$6 million loan. The near doubling of our carrying costs for the loan in 18 months is part of our financial pressures today.

Edmonton Today: CKUA has two-thirds of its operations and headquarters in Edmonton. For years, the Edmonton Arts Council has provided us with **\$24,100 in funding**.

Calgary History: CKUA opened our Calgary Foundation Studio at the National Music Centre in 2016.

Calgary Today: CKUA received **\$30,000 in funding** from Calgary Arts Development for the first time this fiscal year, recognizing that one-third of our operations are in Calgary. This was the maximum we were able to apply for as a first-time applicant.



Equipment repairs in 1977

Why do you believe you deserve government relief?

We want a Fair Deal.

CKUA provides a free, essential public service without a private profit motive. We are asking for help under extraordinary circumstances - a fair and justifiable request.

As a media organization and broadcaster, we watch the federal government pour hundreds of millions of new dollars into the CBC, and relief funding for Bell Media and private commercial media (some of which also own radio stations). Unlike these companies, our circumstances are existential. Our survival need is a tiny fraction of their relief funding.

As a non-profit cultural organization, CKUA and similar organizations (i.e., festivals) curate and present many of the same artists and serve the same listeners and communities. However, the disparity in funding is stark. While our peers receive, on average, 20-25% of their operating budget from all orders of government, we receive a mere 1.5%. This significant difference of 23.5% translates to a staggering \$2M/year disparity.

CKUA is a responsible, non-profit citizen. Despite receiving minimal government support, we have managed our finances responsibly, not requiring emergency relief since we were decommissioned in 1997. We did not rely on tax-funded relief to maintain operations during the COVID crisis.



Lisa Wilton (R) speaks with Grammy and JUNO Award winner Allison Russell (L) at The Canmore Folk Music Festival, 2023

Why are you only mentioning this now?

You can only play this card once.

It was necessary to explore all options before asking the CKUA community to go above and beyond during a challenging time for many.

Seeing the trajectory of our challenges 14 months ago, the CKUA Board and Management team executed a plan. We immediately began to explore Alberta Hotel building options and alternatives and began executing closed-door government relations efforts with the municipal, provincial, and federal governments.

We offered the provincial and federal governments the opportunity to be the hero in this story. Had we been successful with any of these efforts to date, we would have been able to plan a celebration and kickstart our 2027 centennial fundraising campaign, leveraging the investment of our government partners many times over with donor investment.

With the announcement of the Provincial budget on February 28th and the Federal budget on April 16th, it became painfully clear that **we can no longer afford to wait solely on the government**, so we are coming forward now.



Alex Cuba – Smithers, BC
JUNO Award winner

Is it all bad news?

No. This is an opportunity.

This isn't an exercise in what was or is. This is an exercise in what *can and will be*.

We have all the ingredients for success:

- a growing audience
 - a local, relevant and authentic offering in a world of impersonal media.
 - a passionate and committed listener community
 - a passionate and committed donor community
 - a plan for sustainability and future revenues
- And most importantly, a great story to tell.

Meanwhile, we have reimagined the Alberta Hotel's business model and are now negotiating with potential new tenants. If successful, these partnerships will help bring in revenues later this summer, marking a positive step forward for the building.

We continue having conversations with the province and the federal government.

With support from the community, CKUA will come out of this stronger and our listeners, artists and communities will be the beneficiaries.



CKUA's JUNO Couch celebration. L-R: Cam Hayden, Grant Stovel, Kate Stevens, Marek Tyler, Dan Mangan, Tom Wilson.

Do you have a plan?

Yes.

In 1991, The Scorpions famously sang “Send Me An Angel.” Are there listeners and community members who could change our fortunes in the short term and for the next 100 years with the stroke of a pen? Absolutely.

We all need heroes. Consider this the invitation to be one to an entire province and listening community. In lieu of a miracle, **we have invested in ramping up our fundraising model.** Our on-air fundraisers will always be a key part of our fundraising, but we have also invested in growing major giving and legacy/bequest giving. This coincides with a centennial fundraising campaign in time for our 100th in 2027, where we aim to grow an endowment to provide much-needed sustainable funding in lieu of government support. We have also added sales capacity to grow our advertising, sponsorship and foundation revenues. These up-front investments are part of the current deficit. The old adage of “you have to spend money to make money” is true. These investments today will pay off multiple times over, but it doesn’t happen overnight. Time, however, is not on our side.

The plan, using our investments in fundraising, sales and government relations – and your support:

- Raise \$3M by September 30, 2024. **This is non-negotiable if CKUA is to survive.**
- Raise an additional \$7M in two years over and above our annual revenues to retire the building debt and grow annual revenues.
- Raise an additional \$15-25M in endowment funds, creating a sustainable revenue stream for CKUA as part of our centennial year in 2027/28



Shakura S'aida – Toronto, ON
JUNO Award Nominee

How much should I donate?

Give until it feels extra good.

CKUA is more than a set of features or benefits. How do you price something like CKUA that has high emotional and intrinsic value, especially when you can access it for free whether you donate or not? If this helps at all, **CKUA's staff and hosts contribute anywhere between a few dollars a month and more than \$10,000/year.**

How much does 365 days of CKUA, a unique and invaluable part of your life, mean to you? Is it equivalent to a family outing to an annual festival or a concert at your local arena? Is it the same amount as a subscription service based halfway around the world and in no way connected to your community? **Or is CKUA something more meaningful and substantial than an algorithm?**

The value of giving is not easily quantifiable, as we all have different financial circumstances. **We ask you to give what feels extra meaningful to you, knowing that your contribution is making a significant difference in the lives of artists, your community, and your fellow listeners through CKUA's work.**

How else can I help?

The time is now.

Imagine an old-school barn raising. It's a shared responsibility and a shared reward with everyone in the community. In our case, we need every listener to lend a financial hand and raise up CKUA. We have demonstrated that advertising isn't going to fund CKUA. The government has yet to step up to the plate. The responsibility falls on the community to keep the CKUA machine running. **You can't count on anyone else to do it for you.** We absolutely have to surpass that goal—we have to crush it. The more we raise in those first 10 days, the better the momentum and the better the story to tell as we ask donors, community members and the government to invest in our future.

Here's how you can help right now:

1. Make a tax-deductible donation by going to www.ckua.com and clicking on the donate button.
2. Ask your employer if they have a matching program. Direct them to match your donation to CKUA.
3. When you are done, tell your friends, share this deck with them, send them to www.ckua.com to learn more about what makes CKUA so special, and tune in!
4. Does your company want to reach a loyal audience through advertising, create cool music and arts-related experiences through sponsorship, or have a Corporate Social Responsibility story to tell Albertans? We can help!

When the on-air campaign is over, we'll have more to do. But for right now, the campaign (April 19-28) is the focus. Thank you!



ckua

THE TIME IS NOW

QUESTIONS?

**WISH TO HELP IN A SIGNIFICANT
AND MEANINGFUL WAY?**

mcarnes@ckua.com

CALL: 780-428-2020



John Wart Hannam – Fort McLeod, AB
Canadian Folk Music Award Winner

CKUA Vision and Mission

Vision

A better world connected through music, arts, and culture.

Mission

Building and connecting a global community of music, arts, and culture enthusiasts through broadcast, online programming and in-person events

Registered Charity: 118776830 RR 0001



Corb Lund, Taber AB
Juno, CCMA Winner



KD Lang, Edmonton AB
Grammy, Juno Winner



Joel Wood, Maskwacis
Grammy nominee, Juno Winner



Elinor Frey, Rosa Barocca,
Claude Lapalme, Alberta
Juno Winner



Cadence Weapon, Edmonton
Polaris Prize Winner



Caity Gyorgy, Calgary
Juno Winner

CKUA Mandate

CKUA provides an essential 24/7/365 service that is free for the public to access:

1. Music and Arts Curation
2. Music and Arts Presentation
3. Connecting Communities
4. Multi-Media Storytelling
5. Elevating Independent Albertan & Canadian Artists
6. Global Promotion of Albertan & Canadian Talent
7. Educating Future Arts and Media Professionals
8. Performance & Community Gathering Venues
9. Cultural Archives Preservation

Examples of CKUA artists

CKUA Mandate con't 1-3

1. Music and Arts Curation: 33 hosts curate mixed music genres and deeply explore 12 specialty genres from Albertan, Canadian and global catalogues. Hosts aren't radio jocks; they are promoters, producers, artists, label owners, teachers, arts jurists, Order of Canada recipients and more. Regularly featured genres: Blues, bluegrass, jazz, classical, choral, roots, Celtic, folk, indie, world music, reggae, rock, R&B, Indigenous artists, and more.

2. Music and Arts Presentation: 126 hours of curated weekly music, arts and culture-only programming, focusing on non-top 40 emerging and independent artists from Alberta, Canada and the world. In 2023:

- 181 Indigenous-Canadian artists featured
- 742 Emerging Canadian artists featured
- 39,437 spins (50.6%) of all artists featured from equity-deserving communities (Indigenous, BIPOC, LGBTQ2IA+, Women, Francophonie)

3. Connecting Communities: A public, essential service that creates a more connected and understanding community through music, arts & culture. *Regardless of age, geography, race, gender identity or financial means, CKUA is free to access, and all are welcome.*

The logo for CKUA, featuring the lowercase letters 'ckua' in a white, bold, sans-serif font. The letter 'k' is stylized with a white outline. The logo is set against a dark blue circular background.

**CREATING A BETTER WORLD
CONNECTED THROUGH
MUSIC, ARTS & CULTURE.**

CKUA Mandate con't 4-5

4. Multi-Media Storytelling: Combatting the disappearance of local media by blending legacy and modern media platforms. A source for Albertan multi-disciplinary artists, often from underrepresented communities, to showcase their work and tell their stories. In 2023:

- 269 Interviews (more than half from equity-deserving communities – Indigenous, BIPOC, Women, LGBTQ2IA+, Francophonie) on radio and digital format

5. Elevating Independent Albertan and Canadian Artists: Connecting and fostering a creative ecosystem for Albertan artists to grow and flourish in their local communities. Provide artists with avenues for exposure, sell tickets, fill venues, and draw visitors to local communities across Alberta. In 2023:

- Promoted 46 summer festivals on-air, online and in-person.
- Partnered with 126 artists, venues, promoters, and organizations for the rest of the year.
- 1,220 events promoted on our events page
- More than \$400K in promotional value in kind and \$300K in editorial value in kind to artists.
- Compared with \$0.002 per digital stream, CKUA returns 1,000x, putting an average of \$2/spin back in the pocket of Canadian musicians via SOCAN and CMRRA.

The logo for CKUA, featuring the lowercase letters 'ckua' in a white, bold, sans-serif font. The letter 'k' is stylized with a white outline and a shadow effect, giving it a three-dimensional appearance. The letters are set against a dark blue circular background.

**CREATING A BETTER WORLD
CONNECTED THROUGH
MUSIC, ARTS & CULTURE.**

CKUA Mandate con't 6-9

6. Global Promotion of Albertan and Canadian Talent: Part of Alberta's story to the world. Bridging the urban-rural divide, reaching 95% of AB's population via 16 FM transmitters and listeners/donors on five continents via streaming and on-demand platforms. ~475,000 monthly terrestrial listeners in Alberta

- 690,000 unique global streamers/year
- Year-over-year, and 5-year growth, in 3 demographic groups in Alberta and beyond

7. Educating Future Arts and Media Professionals: Providing internship opportunities for SAIT, NAIT, MacEwan University, and University of Alberta students in broadcasting, journalism, digital media, arts administration, library & archives management

8. Performance Venues: Own and run a 125-person performance venue and additional gathering spaces in downtown Edmonton. Affordable and turn-key accessible for artists and cultural organizations and rentals for civic and commercial clients.

9. Cultural Archives Preservation: Manage and operate a working music library and cultural archive spanning 100 years of recorded Albertan and Canadian music, interviews, and documentation. A catalogue of ~2M songs and over 130,000 pieces.

The logo for CKUA, featuring the lowercase letters 'ckua' in a white, bold, sans-serif font. The letter 'k' is stylized with a white outline and a shadow effect, giving it a 3D appearance. The letters are set against a dark blue circular background.

**CREATING A BETTER WORLD
CONNECTED THROUGH
MUSIC, ARTS & CULTURE.**