



Date: Sunday, May 11th, 2014

Attn: 2013/2014 NCRA Community Radio Awards
CKLN-FM Community Development Award

At CHRW, we understand the importance of our community. Throughout the 2013-2014 year, CHRW has worked with various charities and small, local businesses, hosted a number of special events, provided free festival and event promotions, and continued our ongoing support for the multicultural community and other marginalized groups through our programming.

Throughout the year, we provide a number of multicultural programs, including Korean, Cantonese, Polish, Greek, Portuguese, Eritrean, Spanish, Italian, and Assyrian. We also have ongoing shows that “Rainbow Radio” (Mondays 10pm-12am; music programming with a focus on the LGBT community) and “Between The Margins” (Mondays 11am-12pm; spoken word programming with a focus on various marginalized groups) to name a few. We have also dedicated a few days throughout the year for special programming this past year including “[All Gay All Day](#)” (a day of programming in support of Pride London), “[All Women’s Voice](#)” (24 hour day of programming for the National Day of Remembrance and Action on Violence Against Women), and “[All Black Everything](#)” (24 hour day of programming dedicated to Black History Month).

Furthermore, CHRW has worked with a number of charities by providing free on-air promotions in order to support their cause including [Boys and Girls Club of London](#), [London Abused Women’s Centre](#), [Regional HIV/AIDS Connection](#), various Western University Club charities, more! We have closely worked with [Meals on Wheels London](#) through promotions and our “[Lunch For Two](#)” event where all proceeds went to those in need of food or transportation to medical appointments within our community. We have accepted donations for the London Food Bank and USC Food Support Services at our events, such as our [CHRW Anniversary Party](#), and at all [Consignement Show](#) events.

On top of our support for local charities and non-profits, we have provided free promotional opportunities to small, local businesses through our “[Friends of CHRW](#)” card program. The Friends of CHRW was launched in January 2014 and is a savings card program dedicated to small, local businesses. CHRW covered all the costs for promoting, printing, and distributing the cards. We have printed 5000 cards this year and already have plans made to print, and distribute 30,000 Friends of CHRW cards in the Fall of 2014.

During the summer of 2013, CHRW provides free festival and event promotions based on a needs basis. We have worked with various pay-what-you-can, free admission, and community festivals and events. Last summer, we worked with the [Home County Music & Art Festival](#), [Pride London](#), [Festa Italian](#) and more! We

provided free on-air promotions, web promotions, and on-site coverage of over 20 festivals and summer events.

We will continue to provide our ongoing support for our community and are always seeking ways to help the London and surrounding area through the resources we have. Thank you for your consideration for the CKLN-FM Community Development Award.

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