



adult alternative

multicultural

specialty

98⁵ 
CKWR
real community radio

**MEDIA KIT
2023**

WHO ARE WE?



Station Information

Station: CKWR-FM

Frequency: 98.5 FM

Format: Adult Alternative/Multicultural/Specialty

Target Audience: Adults 25-54

Population Coverage: Over **997,000**
(Kitchener-Waterloo, Cambridge, Guelph,
Brantford, Stratford, Woodstock, Centre
Wellington)



About Us

98.5 CKWR is an independent community radio station, broadcasting from Kitchener for 50 years. CKWR is **Waterloo Region's Adult Alternative** station that also features specialty and multicultural programming.

Broadcasting music across many genres, and languages. You'll only find this variety on

98.5 CKWR - Real Community Radio.
If you haven't heard the new CKWR, it's time to tune in.

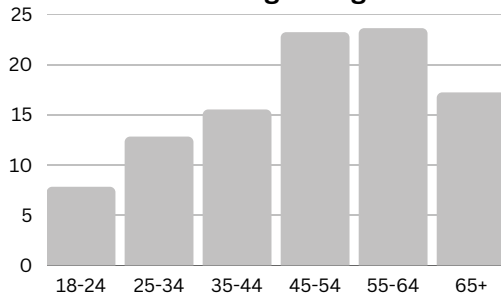
- 98.5 CKWR is your community radio station celebrating 50 years in 2023
- Broadcasting over **40 shows in over 14 languages** across three formats
- 98.5 CKWR's exceptional range of music genres and languages allows our advertisers to narrow their target and reach into the growing diversity of the region's population

WHO IS OUR AUDIENCE?

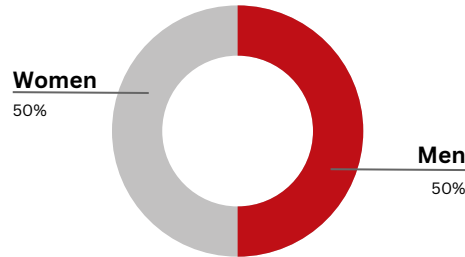


AUDIENCE

Listener Age Range



Genders



Unique Weekly Listeners:

over 30,000

Weekly Listening Time (hours):

over 100,000

Key Market Areas: Kitchener, Waterloo, Cambridge, Guelph, Brantford, Stratford, Woodstock and surrounding areas

Multicultural & Specialty programming draw more broadly than age, attracting listeners of a **culture, community** and by **personal interest**



Marital Status

- 58% are married or living in a common law relationship
- 28% are single or have never been married
- 14% are widowed, separated or divorced

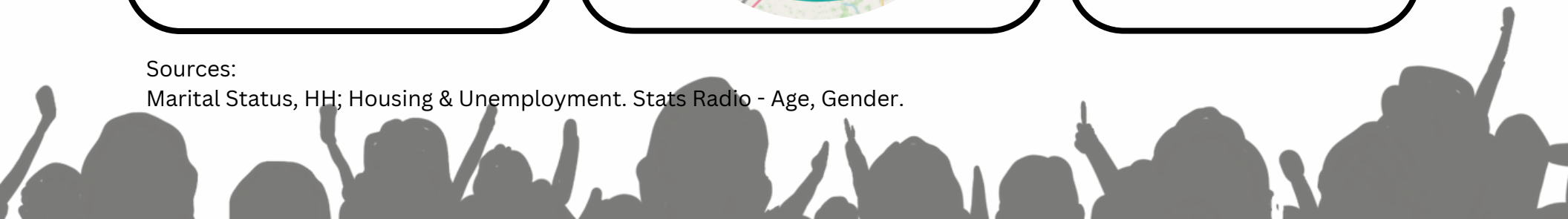


Household Information

- The average total income of households in 2020 was \$112,100
- The average household size is 3

Sources:

Marital Status, HH; Housing & Unemployment. Stats Radio - Age, Gender.



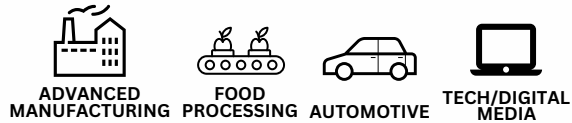
KITCHENER/WATERLOO DEMOGRAPHIC



POPULATION BREAKDOWN

KITCHENER - over 282,000
WATERLOO - over 129,000
CAMBRIDGE - over 146,000
SURROUNDING AREAS - over 440,000

TOP SECTORS



TOP LOCAL ATTRACTIONS

- **KW Oktoberfest** - Canada's largest Bavarian Festival, bringing in thousands of attendees over the 2 week festival
- **Kitchener Blues Festival** - Annual 3 day music festival in the heart of downtown Kitchener
- **KW Multicultural Festival** - Annual 2 day festival bringing in over 40 thousand attendees

REGIONAL STATS

- In the last several years Waterloo Region has been one of the fastest growing regions in Ontario
- Incomes in Waterloo Region consistently rank among the highest in Ontario
- Kitchener Waterloo Cambridge comprises the 11th largest metropolitan area in Canada and the 5th largest in Ontario

LISTENER CONNECTION

"First off, I want to tell you how glad I am that I found CKWR.com. I started listening a couple of months ago, and it takes me back to the good old days of CFNY and Brave New Waves and Nightlines on CBC Stereo. I am just amazed at the music that you guys play. Thank you again."
-John S.

"You guys are great. So personable and real. I had no idea that this existed here, and I've been with the CBC for years. I listen everyday now (don't tell anyone). This is the best radio!"
-Belinda

"CKWR is like no other radio station. The daytime and overnight programming is just so incredibly refreshing – CKWR is in a league of its own! I feel really lucky to be able to just tune my car radio to a station that genuinely plays my favourite songs."
-Micah H.

Sources:

Regional Stats- <https://www.regionofwaterloo.ca/en/doing-business/demographics.aspx>

Population- <https://www12.statcan.gc.ca/census-recensement/index-eng.cfm>

Top Sectors- <https://www.regionofwaterloo.ca/en/doing-business/key-sectors.aspx>

FORMATS

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Adult Alternative

Weekdays 6am - 6pm

The Clash, The Cure, David Bowie, New Order,
The Tragically Hip, The Smiths, U2, & more

Multicultural

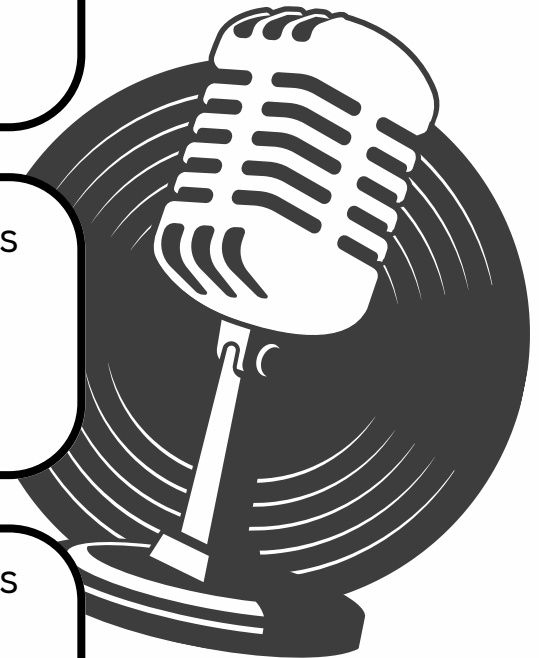
Evenings & Weekends

Multiple shows in the top 10 languages spoken in
the Region of Waterloo, such as German,
Portuguese, Mandarin, Punjabi, & more

Specialty

Evenings & Weekends

Blues, Jazz, Indie, Classical, Religious, & more,
there's something to suit every interest



MORNINGS

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Glenn Pelletier brings 40 years of broadcasting experience to 98.5 CKWR. Glenn's lengthy and successful career includes 16 years as the morning radio news anchor at 570 News (where he also co-hosted The Glenn & Gary radio talk show), 12 years as an on-air personality at 96.7 CHYM-FM, copy editor at CBC Radio National News and stops as news anchor in Barrie and Winnipeg. He also spent time as a television news reporter at CKCO-TV (now CTV Kitchener) in the early 1980s. One of his most memorable career highlights was working in the Toronto Blue Jays radio broadcast booth with the legendary Tom Cheek and Jerry Howarth for the 1999 season. Glenn is the proud father of two lovely women in their 20s. He is also proud to be the lead singer in The Beggars Banquet - the Rolling Stones Songbook - one of North America's leading tribute bands. Join Glenn from 6-10am weekday mornings.



contact: glenn@ckwr.com

MIDDAYS

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Pete Fowler's love of music started very young while growing up in the K-W area; at the age of 10, the musically precocious boy started making mixed tapes for his classmates in order to share his enthusiasm for new bands with others. By his late teens, Pete had begun to DJ in local nightclubs. In order to gain experience in bringing the music to a larger audience. Never satisfied, he sought further exposure for the sound by developing an alternative music community radio show at CKWR. This community radio show provided Pete with the experience and technical ability that led to his employment by Canada's biggest (and one of North America's oldest and respected) alternative radio stations. As a popular on-air personality, Pete met and interviewed numerous musical icons. These included Marilyn Manson, Pete Shelley, Soundgarden, The Ramones, Bob Mould, and Catherine Wheel, among other well-known artists. Join Pete weekday afternoons from 10-2pm.



contact: pete@ckwr.com

AFTERNOON DRIVE

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Coral Andrews is a Kitchener, Ontario based writer whose byline has appeared in many publications for over four decades including national magazines – Saturday Night, Take One, Graffiti, The New Quarterly, Canplay, Performing Arts and Entertainment in Canada, and Harrowsmith Magazine. Coral has been doing campus/ community radio for over 40 years! She started late-night at CKWR in the mid-eighties. Regional Publications include Waterloo Regional Record, Grand Magazine, Music Express Favourite interviews – actors Lynn Redgrave, Seana McKenna, and Colm Feore, (John Lennon’s first wife) Cynthia Lennon, and many more! Listen to Coral weekdays from 2-6pm.



contact: coral@ckwr.com

SWING ANNOUNCERS

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Carl Flood began as a high school co-op student at CKWR before moving on to study Writing For Radio, TV and Film. He accomplished a career in Film and TV production in Vancouver and Toronto, before moving back to KW, where he returned to volunteer at CKWR with a limited series Radio Show called The Canadian Connection. His knowledge and passion for alternative music and his natural delivery, made him a fitting candidate for filling in for daytime radio hosts when needed. When called upon, he keeps listeners entertained with quirky features such as: Quiz Without a Prize, Crappy Movie Quotes, and The CKWR Mail Pouch.

Mike Thurnell has wanted to work in radio ever since he was 5 years old. He got his chance to be on the radio at the age of 16 when he volunteered to host a radio show on CKWR. Since then, Mike has gone on to work in radio with positions on and off the air all over Ontario including Kitchener, Stratford, Guelph, Thunder Bay, Sault Ste. Marie and Brantford. For over 20 years he headed up the Radio Program at Conestoga College. He was also a Music Director in Toronto at 590 (CKEY). Aside from his passion for Radio Mike loves to play the saxophone and his record collection includes material from every music genre you can imagine. With a passion for Radio and Music Mike loves being part of the team at 98-5 CKWR



MULTICULTURAL PROGRAMMING

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The Croatian Radio program is one of the oldest programs on FM 98.5 CKWR. Throughout the two hour program, they inform our listeners about any local community news as well as news and information from our homeland Croatia, Bosnia and Hercegovina. They also assist many less fortunate individuals that are in need of help for various reasons through the Croatian program and its listener-ship.

For over 11 years the German program “**Musik Melodies**” has been serving German speaking listeners from Austria, Switzerland, and Germany online, as well as locally on the radio. The program is the cultural link to the homeland which many left in the 50’s, 60’s, and later. Listeners are always looking forward to the next show.



“**Songs of Praise**” was spurred by the popularity of the Voice of the Gospel program whose audience was asking for more similar content with more music. Serving the Romanian community for more than 44 years, it is a praise, music and worship, Romanian religious program with an emphasis on praise and music.

98.5 CKWR has over 20 different Multicultural Programs in over 14 different languages, for the full line-up visit CKWR.com

SPECIALTY PROGRAMMING

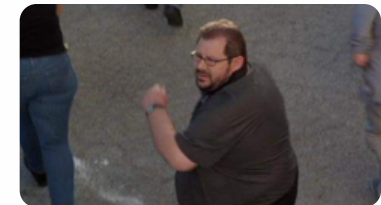
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Black Exposed is Canada's Only Black Show on Primetime FM radio with Black Content and All Black Canadian music with a focus on teaching Black emerging youth the history of Black Music & Arts through the journeys of guest pioneers!



Old Chicago Blues Show, reflects a smorgasbord of Blues styles and artists, for even the most discerning Blues Lover. Willy will take you back in time each week, to sit in on the recording of a classic Blues record, by a legendary Blues artist.

Visions In Sound, hosted by Rob Daniels, brings you the best in Movie, TV and Video Game soundtracks. Join Rob as he brings you the known and unknown of this unique genre of music including composer features, anniversary shows and general interest programs each week.
(check Rob out in the movie *Mega Shark vs. Mecha Shark* as seen to the right)



98.5 CKWR has many different Specialty Programs covering a wide variety of genres, for the full line-up visit CKWR.com

COMMUNITY INVOLVEMENT

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CKWR prides itself on being as diverse as the community which we serve, offering programming by, and for the people that live here. We are a non-profit station, and we participate in many local projects and initiatives. Its one of the ways in which we give back. This year, you'll find us out and about at events such as the KW Multicultural Festival, The Waterloo Regional Police Open House, The Mel Brown Festival, and many others. Come out and say Hi, and help us celebrate our Community! And, if you want us at your event, let us know!

Volunteer Waterloo Region has partnered with CKWR for most of our organization's 40 years. A community radio station that provides a diverse representation of programs for an equally diverse local audience, is an excellent fit with our mission. Many of the shows are produced by dedicated volunteers who contribute quality content in so many languages and music types. These caring and curious local heroes share their passions for topics of interest in the arts, music, and the community culture in general.

*-Dianne Boston-Nyp, Community Engagement
Volunteer Waterloo Region*

We have worked with CKWR twice now and could not be more impressed with their dedication and outstanding customer service! They went above and beyond to help us promote our organization, were 100% invested as a team and extremely organized when it came to coordinating each aspect of our campaign. We made connections with several hosts and everyone on their team truly works together to promote your organization's needs.

*-Gina Leyva, Territory Manager
Canadian Blood Services*

SUMMARY

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For over 50 years, 98.5 CKWR has been broadcasting ***Real Community Radio*** to serve the diverse listenership across the Region of Waterloo & well beyond. Our Adult Alternative, Multicultural & Specialty shows bring you over 40 shows in over 14 languages.

Listen live at ckwr.com!