



CFWE-FM
CELEBRATING 25+ YEARS OF
ABORIGINAL BROADCASTING



CELEBRATING 24+ YEARS OF ABORIGINAL BROADCASTING

CFWE-FM — The Native Perspective is, now more than ever, the Aboriginal Voice heard throughout Alberta. CFWE broadcasts via satellite to **more than 75 Alberta Aboriginal communities** 24 hours per day, 7 days per week.

Now broadcasting in Edmonton and Fort McMurray!

An extensive expansion has been completed which significantly increased CFWE's reach in northeastern Alberta and into Saskatchewan via a more powerful regional transmitter. This is our third regional transmitter site which has enabled our prospective Alberta listening audience to exceed **100,000 listeners daily**. CFWE plans to further expand its coverage to more communities in the near future.

While CFWE's listening audience is province-wide, our production facilities and offices are located in Edmonton, Alberta

All of CFWE's programming (music, entertainment, news and information) are presented through a distinctively Aboriginal perspective. Some of the current top-rated programs on the CFWE network include:



Morning Show – Monday to Friday 6:00 a.m to 10:00 a.m.

National Aboriginal Top 30 – Saturday 10:00 a.m; Sunday to 2:00 p.m.

National Request Program – Sunday 11:00 a.m.

CFWE Radio Bingo – Monday and Thursday 6:00 - 9:00 p.m.

Crossover – Saturday 11:00 p.m.

First Half – Contemporary and Rock music

Second Half – Hip Hop

These programs offer CFWE's clients unique and effective opportunities to reach listeners throughout Alberta. CFWE programming is always fresh and innovative and provides advertisers with a variety of promotional opportunities.



Our latest programming additions:

One People, Many Lives – Saturday 9:00 a.m;

Footprints – Saturday 8:30 a.m. & 2:00 p.m.

Impressions – Monday to Friday 12:00 p.m. to 1:00 p.m.

Reign Supreme Sports – Wednesday 4:00 p.m. to 6:00 p.m.

The phenomenal listener response that these programs generate across Alberta is an indication of the outstanding promotional opportunity they provide to our advertising clients.

CFWE will work closely with each client to tailor a campaign, large or small, specifically to meet the client's objectives and to effectively reach CFWE's growing audience. Choose CFWE to deliver your promotional message be it local or provincial in scope.

**For more information on how to incorporate CFWE into your communications campaign,
please call us toll free at: 1 - 800 - 661 - 5469**

Susan Lee - National & Agency Accounts • Brad Crowfoot - Community Accounts

On Satellite: Shaw Channel 852 ■ Streaming online: www.cfweradio.ca

The Aboriginal Multi-Media Society (AMMSA): The evolution of Aboriginal communication

The Aboriginal Multi-Media Society (AMMSA) – is a non-profit Aboriginal society incorporated in 1983. AMMSA is Aboriginal owned and operated and is financially and politically independent.

AMMSA is controlled by an appointed Board of Directors, which serves to provide guidance and ensure that AMMSA and its communication products and services reflect the mission of the organization.

CFWE-FM Radio – The Aboriginal Voice heard throughout Alberta

Broadcasting since 1987

Serving 75+ Aboriginal communities in Alberta

Daily listener numbers are **100,000**.

CFWE, Alberta's first Aboriginal radio station and only Aboriginal Radio Network is continually expanding to serve Alberta's Aboriginal people. CFWE's satellite rebroadcast system now provides coverage to 80% of Alberta's rural population. Urban expansion included Ft. McMurray and Edmonton in 2009!

Aboriginal personalities, music, news and information... focusing on what is important and of interest to our listeners. The music, which consists of a blend of Aboriginal and Country, is an important part of the mix. Our music programming, mixed with news, information, weather and community announcements to help inform and entertain our listeners throughout the day.

WINDSPEAKER – Canada's National Aboriginal News Source

Publishing since 1983

Windspeaker is the source for national Aboriginal news, information and entertainment. Recognized throughout North America for its quality, integrity and reputation, *Windspeaker* continues its tradition of objective reporting of the issues and events that affect Canada's Aboriginal people and their communities.

ALBERTA SWEETGRASS – The Aboriginal Newspaper of Alberta

Publishing since 1993

Alberta Sweetgrass regularly showcases the Aboriginal people, places and events from across Alberta. Regular features include profiles of artists, entertainers, community leaders, Elders and role models working to better themselves and their communities and preserve Aboriginal culture.

SASKATCHEWAN SAGE – The Aboriginal Newspaper of Saskatchewan

Publishing since 1996

Saskatchewan Sage started publishing after years of fielding requests for an independent and objective Aboriginal publication that unites the Aboriginal people of Saskatchewan. *Saskatchewan Sage* features the Aboriginal news, information and entertainment of importance to Saskatchewan readers.

RAVEN'S EYE – The Aboriginal Newspaper of BC

Publishing since 1997

Published as part of *Windspeaker*

Raven's Eye features the Aboriginal news and information relevant to British Columbia.

ONTARIO BIRCHBARK – The Aboriginal Newspaper of Ontario

Publishing since 2002

Published as part of *Windspeaker*

Ontario Birchbark features the Aboriginal news and information relevant to Ontario.



CFWE RADIO - OUR CLIENTS



GENESIS MEDIA • APEETOGOSAN METIS DEVELOPMENT • BIGSTONE CREE NATION • KAYAS CULTURAL COLLEGE • PEACE HILL TRUST • C.REIMER ADVERTISING • NORQUEST COLLEGE • ALBERTA POWER • FWJ COMMUNICATIONS • GRANT MACEWAN COLLEGE • LITTLE RED RIVER CREE NATION • SADDLE LAKE FIRST NATION • CHRYSLER CANADA • STATISTICS CANADA • STAN'S CIGARETTE SHOP • PELICAN HILLS ASSOCIATION • KAIZEN MEDIA SERVICES • PARALLEL STRATEGIES • LETHBRIDGE COLLEGE • POUNDMAKERS LODGE • WILTER AUTO & INDUSTRIAL SUPPLY • GRANDE PRAIRIE COLLEGE • ADVANTAGE CHRYSLER • LAC LA BICHE POWWOW ASSOCIATION • ALBERTA FOSTER CARE • NECHI INSTITUTE • YOUR COMPANY • DEVONIAN MOTORS • HIGH LEVEL MOTOR PRODUCTS • NORTHERN STORES • JAMES H BROWN & ASSOCIATES • WOLVERINE FORD • ALBERTA PACIFIC FOREST PRODUCTS • C.W.STERLING • BIGSTONE PHARMACY • FRIESEN ACCOUNTING • SYNCRUDE • SUNCOR • ALBERTA SECURITIES COMMISSION • KINUSO MERCANTILE • BLACK DOG PROFESSIONAL DRIVER EDUCATION • TOLKO INDUSTRIES • S.L. FORD SALES • SHEPANSKY MEDIA • CAPILANO TRUCK DRIVER TRAINING • ATHABASCA TRIBAL COUNCIL • RED CROW COLLEGE • NATIVE COUNSELLING SERVICES OF ALBERTA • CRYSTAL BINGO • LESSER SLAVE LAKE BINGO ASSOCIATION • GOVERNMENT OF ALBERTA • MIKE CARDINAL M.L.A. • HOME HARDWARE (WABASCA) • UNIVERSITY OF ALBERTA • T N'T GAS BAR • WETASKIWIN MALL • AURORA COLLEGE • ABORIGINAL PEOPLES TELEVISION NETWORK (APTN) • WOODLAND CREE FIRST NATIONS • H&R BLOCK-RED ROAD HEALING SOCIETY • STURGEON LAKE HEALTH UNIT • PEIGAN BOARD OF EDUCATION • TRAIL MOTORS • SHEPANSKY MEDIA (A&W) • EDMONTON METIS CULTURAL SOCIETY • LOUIS BULL POLICE SERVICE • SHELL CANADA LTD. • WHITE BUFFALO DANCERS • ATHABASCA NATIVE FRIENDSHIP CENTRE • E.B.A. ENGINEERING COMPANY • NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY • CHRISTINA RIVER CONTRACTING • DERRICK DODGE-FORT MCKAY GENERAL STORE • MARK AMY CENTRE • REGIONAL MUNICIPALITY OF WOOD BUFFALO • TREATY 7 EDC • ABORIGINAL HEALING FOUNDATION • ACES 2000 • ALBERTA BIG RIG DRIVER EDUCATION • ABORIGINAL CAREER & EMPLOYMENT CENTRE • AMBER RIVER DEVELOPMENTS • ATCO ELECTRIC • BARRY'S BAR & GRILL • BLOOD TRIBAL ADMINISTRATION • CAMERON DRIVER EDUCATION • CHILLY'S HAIR & BEAUTY SALON • BBDO • NATIVE GOSPEL OUTREACH • HIGHWOOD COMMUNICATIONS • KAINAIWA BOARD OF EDUCATION • KEEWEETINOK LAKES REGIONAL HEALTH AUTHORITY • KIHAW ASSINUY EDUCATION CENTRE-MARTECH COLLEGE • MCKIM COMMUNICATIONS LIMITED • MEDIACTIVE INC. • NATIVE & NORTHERN AFFAIRS CANADA • NORTHLANDS PARK • NORTHLANDS SCHOOL DIVISION • NUNEE HEALTH AUTHORITY • PALMER JARVIS DDB • PENTACOM OMD • POIRIER COMMUNICATIONS • WESTERN UNION • KICK MEDIA • TIM HORTON'S • CANADA SAFEWAY • BAYER INC. • GOVERNMENT OF CANADA • TRANS CANADA



Our Staff

The staff at CFWE-FM The Native Perspective is comprised of broadcast professionals who understand radio and are dedicated to their craft. Whether conducting interviews or the on-air presentation, clients or listeners - **all** matters pertaining to Radio are handled with courtesy and respect.

Wally Desjarlais

Dianne Meili

Cliff Gladue

On-Air Host

Cultural Reporter

Cultural Reporter/Translator

Brad Crowfoot

Brant Janvier

On-Air Host

Production

Programming

Weekdays are structured in a style that listeners are familiar with. Aboriginal personalities, music, news and information... focusing on what is important and of interest to our listeners. The music, which consists of a blend of Aboriginal and Country, is an important part of the mix. Aboriginal and country music programming, mixed with news, weather and community announcements to help listeners start and keep their day on a positive note.

Reign Supreme Sports

The theme of **Reign Supreme** is sports – with a focus on the regional and community level. Sports are a priority for many of our listeners. This program is not merely be a carbon copy of existing shows, which tend to concentrate on the professional level. The program offers the listener inspiration as well as the latest scores and standings, from all levels of sport. The program includes interviews with athletes, coaches, organizers and volunteers. There is also an open-line segment allowing listeners to contribute. There is active phone-in participation, which indicates the popularity of **Reign Supreme**.

Crossover

This weekly program has been developed to appeal to listeners whose musical tastes include Rock, Contemporary and Pop music. This represents a format change during the evenings and is CFWE's effort to reach younger listeners and encourage them to consider CFWE as a resource for youth-oriented programs. The first half of the program showcases Aboriginal and Independent Canadian Contemporary & Rock music, with the occasional hit mixed in. Hip Hop is the focus of the second half.

National Request Program

A sizeable portion of our listeners was raised listening to Classic country music. They also have friends and family throughout the country. With our ever-increasing reach, CFWE is capable of addressing this need. This request program is very popular, allowing listeners the chance to send out greetings or just hear their favourite song. The variety of music requested is limited, which indicates the dedications and greetings hold the most relevance to the listeners. Aboriginal artists are frequently requested, and their music is also included in the playlist.

National Aboriginal Top 30

The National Aboriginal Top 30 countdown is broadcast Saturday mornings on CFWE. The 2-hour program, produced through NCI in Manitoba, is an informal, yet professional, countdown of music by Aboriginal artists that are on playlists of several Native network radio stations (Alberta, Saskatchewan, Manitoba). The music represents the latest and most popular offerings from Aboriginal country music artists in Canada. Produced promos have been added to our daily schedule during the week, which has helped increased listener awareness of the weekly program. The program is re-broadcast Sunday afternoons.

Phrase of the Week

Several language groups are prevalent in Alberta, all possessing various dialects. To encourage open communication and the sharing of language, irrespective of the listeners' location, **Phrase Of The Week** has been developed. **Phrase Of The Week** has evolved from **Word Of The Day**, which initially polled listeners to offer translations for everyday words. Most listeners who were asked for their impressions enjoyed the feature. It seems some listeners are self-conscious about speaking their language or their dialect on the air. In the interest of increasing listener participation, callers are asked for their first names only. Three phrases are chosen and announced as the Phrase Of The Week. Generally, these are common, everyday phrases (for example, "who turned out the lights?") Listeners are encouraged to call and translate the phrase(s) into their language. The goal is to allow listeners a chance to demonstrate how the language spoken in their area is adapting to modern circumstances. All participants will be entered into a monthly draw for a prize and the recognition of being Alberta's Translator Of The Month.

Stories of Our People

Sharing stories is a fundamental part of Aboriginal culture. These stories may include traditional teachings or simply life experiences – **Stories Of Our People** will always emphasize the importance of cultural expression. The length of the feature depends entirely on the story. Predominant Aboriginal languages include Cree, Nakoda Sioux, Chipewyan (and other Dene languages), Blackfoot and Michif. Listener feedback has been very encouraging; comments have included the listeners finding it useful in restoring their pride and identity as an Aboriginal person. Others have stated that although the culture presented may differ in some respects from their own, they have been able to apply the stories to their situation. Archived stories will soon be made available on our website.

One People, Many Lives

An open conversation with Aboriginal people who are making a positive impact in communities throughout Alberta. From culture to youth and education – people of all ages are shaping the future of Aboriginal communities.

Footprints

A weekly program has been created that profiles outstanding Aboriginal people who have made lasting contributions to their communities, but who have since passed on. Some are historical figures who have impacted contemporary life, others are contemporary figures who have left a tremendous legacy future generations.

Moose Call

During rutting season in the fall, CFWE hosts an annual **Moose Calling Contest**. Listeners are asked to give their best imitation of a bull, cow or calf moose. An extremely popular event, the feature allows for an entirely new level of artistic expression. This popular program rivals our request program for participation and has male and female listeners of all ages calling in over a week. In 2006, the winner was an adult, although honourable mention went to a youth (8 years old) in northern Alberta. The winner received a gift package as well as bragging rights for a year. This feature provides content NOT available anywhere else.

CFWE RADIO - OUR REACH

NOW REACHING A POTENTIAL DAILY AUDIENCE OF MORE THAN 100,000!

CFWE NOW IN EDMONTON & FT. MCMURRAY!



CFWE's satellite rebroadcast system reaches more than 75 Alberta communities. CFWE is the only broadcast link to Alberta's Aboriginal Market

| | |
|------------------------------|-----------|
| Alexander | 98.5 MHz |
| Alexis | 98.5 MHz |
| Anzac | 94.5 MHz |
| Assumption (Community Radio) | 89.9 MHz |
| Beaver Lake | 89.9 MHz |
| Blood Reserve | 89.3 MHz |
| Boyer River | 90.5 MHz |
| Buffalo Lake | 89.9 MHz |
| Bushe River | 89.9 MHz |
| Cadotte Lake | 88.1 MHz |
| Calling Lake | 89.9 MHz |
| Cardston | 89.3 MHz |
| Claresholm | 89.3 MHz |
| Cold Lake | 96.7 MHz |
| Conklin | 89.9 MHz |
| Driftpile | 91.7 MHz |
| Duncan's Band | 89.9 MHz |
| East Prairie | 91.7 MHz |
| Edmonton & Area | 98.5 MHz |
| Elizabeth | 96.7 MHz |
| Faust | 91.7 MHz |
| Fishing Lake | 96.7 MHz |
| Frog Lake | 96.7 MHz |
| Fort Chipewyan | 89.9 MHz |
| Fort McKay | 94.5 MHz |
| Fort McLeod | 89.3 MHz |
| Fort McMurray | 94.5 MHz |
| Fort Vermilion | 89.9 MHz |
| Fox Lake | 89.9 MHz |
| Garden River | 89.9 MHz |
| Gift Lake | 91.7 MHz |
| Goodfish Lake | 96.7 MHz |
| Grouard | 91.7 MHz |
| High Level | 89.9 MHz |
| High Prairie | 91.7 MHz |
| Hobbema | 89.9 MHz |
| Horse Lake | 89.9 MHz |
| Kehewin | 96.7 MHz |
| Kikino | 89.9 MHz |
| Jean D'or Prairie | 89.9 MHz |
| Joussard | 91.7 MHz |
| Kinuso | 91.7 MHz |
| Lac La Biche | 89.9 MHz |
| La Crete | 103.1 MHz |
| Little Buffalo | 88.1 MHz |
| Siksika | 89.9 MHz |
| Meander River | 89.9 MHz |
| Meadow Lake, SK | 96.7 MHz |
| Nanton | 89.3 MHz |
| North Tallcree | 89.9 MHz |
| Onion Lake, SK | 96.7 MHz |
| Paddle Prairie | 89.9 MHz |
| Peavine | 89.9 MHz |
| Peerless Lake | 89.9 MHz |
| Peigan Reserve | 89.3 MHz |
| Pincher Creek | 89.3 MHz |
| Saddle Lake | 96.7 MHz |
| Sandy Lake | 89.9 MHz |
| Slave Lake | 88.7 MHz |
| South Tallcree | 89.9 MHz |
| Sturgeon Lake | 89.9 MHz |
| Sucker Creek | 91.7 MHz |
| Sunchild / O'Chiese | 89.9 MHz |
| Trout Lake | 89.9 MHz |
| Wabasca/Desmarais | 89.9 MHz |

LISTEN TO CFWE ON SHAW DIRECT CHANNEL 852