

Dear NCRA/ANREC Awards Committee,

I am writing to nominate CFUV 101.9 FM in Victoria, BC for the Local Talent Development award at the 2013/14 NCRA/ANREC Community Radio Awards. In the last year, CFUV has contributed significantly to the development of local Victoria artists through their regular live performances on air, a live video series, a day of broadcast for local artists, local arts and theatre coverage, and promotion of local events.

CFUV currently produces a weekly live music program called Basement Closet Sessions. Each week, CFUV brings in a different musician or band to perform live on air. The priority for this program is always local talent and anyone is welcome, regardless of their level of notoriety. These performances are broadcast live during drive time on Friday afternoons. The performers receive a high quality studio recording of their performance which many use to promote themselves to the greater music scene (for example, artists have used their live sets on Bandcamp.com). CFUV posts the live performance recordings (with artists' permission) on our SoundCloud account for streaming and downloads. Between April 1, 2014 and March 31, 2014 a total of 70 studio recordings of local talent were shared online and not cost to the performers. Many of these recordings are the only audio available for these developing musicians.

In addition to the production of studio audio recordings, CFUV has developed a video recording department for the capturing of the live music performances. The station has recruited several volunteers from the local film community and has provided them with a unique environment to develop their skills. The production quality of the live video performances rival the similar work distributed by Live on KEXP or NPR's Tiny Desk Concerts. In a time when a significant amount of music consumption occurs online through video platforms like YouTube or Vimeo, CFUV has continued to increase awareness of local Victoria talent across multiple media platforms. Between April 1, 2014 and March 31, 2014, CFUV has recorded and posted video performances by 27 local artists. These videos are made available to the artists for promotional use at no cost. The videos have appeared on many festival websites across the country (for example Sled Island in Calgary) as a way to introduce these artists to the listening community. CFUV has been in discussion with the local television stations for the broadcasting of these videos. Most recently, CFUV received recognition for this video work from the BC Provincial Government's Community Gaming Grant funds.

Each year, CFUV also dedicates an entire day of broadcast to local talent: Victoria Day. On the statutory holiday with which the capitol city shares a name, CFUV broadcasts exclusively Victoria artists. The news programming for the day also focuses on local issues. On Victoria Day, May 20th 2013, CFUV coordinated and broadcasted seven consecutive live music performances from the station's studio. In addition to the regular live broadcasting, podcasting and video recordings, CFUV brought in multi-track audio recording equipment to produce an even higher quality recording of this important local event.

This has become a popular annual event and promotes awareness of the multitude of talent in the local community.

CFUV's connection with local talent has extended beyond musicians as well. CFUV regularly partners with the local arts and theatre communities to bring awareness to the cultural community of Victoria. Regular promotion of the city's Fringe Theatre Festival has included many artist interviews and even a live adaptation of a Fringe Play broadcast on the CFUV airwaves. CFUV hosts regular appearances by the University of Victoria's writing journals The Malahat Review and The Warren Undergraduate Review where contributing writers from Victoria are brought on air to read their creative works live. This is often the first time any of these artists have shared their work in a significant public way.

CFUV also provides on air promotion of local concerts and events. Music programmers have a regularly scheduled gig guide section that requires them to make announcements about 2-3 local concerts of pertinence to their listenership. The station also produces 30-second sponsorship messages and special announcements to promote community events. These are provided at no cost to the local musicians and promoters, with CFUV asking only for recognition as a sponsor for some of these events. The station provides sponsorship for an average of 2-3 events per week and any local artist is able to approach the station and receive this promotion opportunity.

CFUV has been an integral part of the Victoria music and arts community since it began broadcasting in 1984. CFUV has been previously recognized for the development of local talent by the College Music Journal and won the Most Supportive of the Local Scene award in 2009. CFUV continues to dedicate its programming initiatives to the support of local talent. The live music performances have been steadily growing within the station as many local artists approach the station for coverage and more volunteers from the community get involved to help in this work.

For all these reasons, I believe that CFUV 101.9 FM should receive the Local Talent Development award at the 2013/14 NCRA/ANREC Community Radio Awards.

Sincerely,



Johnnie Regalado
Program Director
CFUV 101.9 FM

Reference Links: <http://www.soundcloud.com/cfuv>
<http://www.vimeo.com/cfuv>