

May 9, 2014

Attention: to the NCRA Award Committee
NCRA/ANREC
325 Dalhousie, Suite 230
Ottawa, Ontario K1N 7G2

For your consideration,

Local Talent Development

CJSW 90.9 FM has directed a Local Talent Development initiative for seven years through our “Radtastic Mailouts”, a tangible way to share our local music community with Canada-wide college and community radio stations.

A quick run-down of how the service works:

- 50 copies of the band/artist’s album or EP is sent out to the radio stations who report to Ear-shot.
- \$60 cash paid by the artists (to help cover the cost of stamps/bubblewrap/printing).
- a 200 word bio emailed to the Music Director, who then prints all the bios together.
- 50 items of anything else the band/artist might want to send out to all the radio stations (pins, posters, etc)

The service not only provides local artists with exposure to numerous markets that would otherwise be inaccessible, but provides measurable growth in both fan-base and industry awareness. Additionally, it allows CJSW to have a stake in growing the music industry in Calgary as well as local recording outlets like Saved By Radio, Bart Records, and Shaking Box who have seen their release output grow as a direct result of exposure gained through the CJSW mailout.

The program has now cycled through the hands of three CJSW Music Directors with its humble beginnings with Myke Atkinson in 2007, then through Kat Dornian in 2010, who changed the name to “Madtastic Mailout” and was able to turn it into a regular, bi-monthly service (to bands and radio stations) and it now sits in the hands of Whitney Ota in 2014, who has plans to expand the mailout’s vitality.

The program not only provides a constructive service to artists within our community, it is also a beneficial service to other radio stations looking to augment their playlists with quality Canadian content.



Biographies of the Music Directors:

Whitney Ota (MD from Feb 2014-Current) Whitney Ota began volunteering at CJSW in the year 2002. He began a music program with his wife in 2008 called, “White Lodge/Black Lodge” and later carried on the show by himself. The show specialized in experimental music of all sorts. Ota recently became the Music Director in the winter of 2014. He now hosts a new music program called, “The New New Classics”.

Kat Dornian (MD from Feb 2010-Feb 2014) Kat Dornian was at CJSW from 2010 to 2014. She started off filling in for Myke Atkinson when he went on paternity leave, but Atkinson decided to be a full time dad and Dornian got to keep the job as MD. During her time at CJSW she worked on moving much of the station into digital by introducing computer-based music logs (and more automated charting), starting to catalogue the library and then introducing a digital library.

Myke Atkinson (MD from Jan 2007-Feb 2010) Myke Atkinson is currently the Station Manager at CJSW 90.9 FM, Calgary’s only community radio station. He has been a volunteer programmer at the station since 2001, and was the Music Director from 2007-2010. Recently he has been hosting the Friday morning drive show “Big Friday.”