

CKLN-FM Community Development Award Submission (CFMH-FM, Saint John, New Brunswick)

Thanks to a generous grant from the Community Radio Fund of Canada, Local 107.3fm (CFMH) in Saint John, New Brunswick, was able to create a volunteerism-focused radio program (entitled "Vested Interest") that, as feedback indicates, has had significant positive impact on our community-at-large. The program was created to provide volunteer groups and volunteer-driven organizations an opportunity to tell the city about what they do, why they do it, and what benefits the community sees from their efforts. Many studies have shown the recent decline of volunteerism and it was our hope to bring this problem to light by promoting existing efforts. Upon hearing about these groups, we believed that individuals would be more apt to volunteer with these organizations. Partnering with the Saint John Volunteer Centre, we were able to connect CFMH with the greater community to establish the radio station as a great partner and supporter of grassroots non-profit organizations. The beneficiaries included the Conservation Council of New Brunswick, the Youth Inclusion program, the Saint John Learning Exchange, the Resource Centre for Youth, AIDS Saint John, READ SJ, the Saint John Multicultural and Newcomers Resource Centre, Sexual Assault Resource Team, Atlantic Coastal Action Plan, and more. These organizations reported very positive experiences including increased attention to their efforts, increased volunteerism, and more. It also helped us establish many ongoing relationships that we hope will bolster their use of CFMH as a resource for Public Service Announcements and more.