

Supplementary Brief

Spoken Word Content

Under the new Campus/Community Radio Policy all stations are required to have 15% of the broadcast week consisting of Locally-Produced Spoken Word Programming. Previously this requirement was 25%, however it wasn't required to be locally produced.

As with many stations in our sector, CKXU has met up to 50% of its total Spoken Word programming with Syndicated programming originating from other stations. This new policy is something we are very pleased with and we are looking forward to further developing our spoken word content and talent in the near future.

At the moment CKXU's Locally-produced Spoken Word programming consists of just over 13% of total programming. Before the policy change we were consistently hovering between 24 – 28% Spoken Word with the inclusion of Syndication. At present we are just under 2% short of Spoken Word content and we are taking the following steps in order to meet these requirements and hopefully exceed them.

- 1. One of our long time running Spoken Word Programs, has been off air for the past eight months due to health complications being experienced by the volunteer programmer. We have been in contact with the volunteer and things look like they may be up and running again in the near future.*
- 2. We have 2 potential volunteer programmers finishing up training who are planning on programming shows with a large amount of Spoken Word Content. One of these being a program that focuses on career opportunities and advice for youth in Southern Alberta.*
- 3. We are also working diligently to re-form and recruit for our CKXU News Collective that unfortunately dissolved 2 years ago due to a mixture of time constraints and members graduating University. Our News Collective at one time produced 3 hours of Spoken Word programming every week, that focused entirely on Local News, Weather, Sports and Lifestyle stories.*

We know that any one of these steps coming to life easily bring us to the 15%, however our real goal is for all of them to be achieved which would result in CKXU producing much more than the required amount of Spoken Word programming.