



CKFG FM 98.7
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Toronto, ON M9W 6L9

Direct Tel. 416-821-3939

November 25, 2024

Filed by GC Key

Marc Morin, Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Canada K1A 0N2

Dear Secretary General,

Re: Broadcasting Decision CRTC 2021-275
Conditions of Licence paragraph 8 for CKFG FM 98.7 (CKFG)

I am pleased to submit the attached reports, demonstrating CKFG's compliance with its Conditions of Licence as laid out in Decision CRTC 2021-275, specifically Conditions of Licence paragraph 8, subparagraphs a, b & c as follows:

8. The licensee is required to file an annual report by **30 November** of each year providing:
 - a. specific details on the manner in which it has fulfilled its programming requirements to serving the Caribbean and African communities of Toronto with its spoken word programming and musical format. This report must also explain the steps taken by the licensee to ensure that the programming reflects the realities, point of views, talents and interests of those communities.
 - b. specific details on the manner in which it has fulfilled its commitment to serving the Caribbean and African communities of Toronto in the station's operations and programming roles in light of its employment practices as well as how the programming decisions related to serving the Caribbean and African communities of Toronto were considered and implemented. This report must include specific information about the manner in which the Caribbean and African communities of Toronto are represented in key positions, including decision-making positions, such as station manager, programming director, music director, news director, journalists and on-air hosts. The report must also detail the measures taken by the licensee to fulfill these positions.

- c. With respect to a) and b), the Commission expects the licensee to consult with the communities on an annual basis. The licensee must include in its annual report how it consulted with the Caribbean and African communities of Toronto, with whom it consulted and what feedback the licensee has received from the communities (through consultation or otherwise) on its fulfillment of these conditions.
- d. In addition to the confidential report filed with the Commission with specific information regarding employment, the licensee must file with the Commission a public version of this report, with aggregated employment data, that will be posted on the Commission's website. The licensee must also make a public version of the report available, as of **30 November** of each year, on the station's website at an easily accessible location.

The attached three appendices correspond to the above subparagraphs a, b & c of the conditions of licence.

Please do not hesitate to contact me if there are any questions.

Thank you.

[Submitted electronically]

Neeti P. Ray
President & CEO
CKFG FM 98.7

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APPENDIX A

Report pursuant to the following Condition of Licence:

Specific details on the manner in which CKFG FM has fulfilled its programming requirements to serving the Caribbean and African communities of Toronto with its spoken word programming and musical format. This report must also explain the steps taken by the licensee to ensure that the programming reflects the realities, point of views, talents and interests of Caribbean and African communities of Toronto.

The mission of CKFG FM 98.7 (CKFG) was laid out in the Supplementary Brief of the original licence application for this radio station (2010-1103-0):

- Serve and reflect the GTA's communities of Canadians of Caribbean and African descent through promotion and coverage of local news, events, and dialogue on issues of concern affecting our communities as well as providing news and information from their countries of origin

This mission continues to date. Specifically, from the moment Neeti Ray took charge of this radio station (September 20, 2021), CKFG FM 98.7 popularly known as FLOW, started fulfilling its obligations under its conditions of licence.

CKFG serves the Caribbean and African communities of the General Toronto Area (GTA) with Targeted Programming, Community Outreach Initiatives and High Level Partnerships with important community stakeholders. CKFG continues to provide relevant daily news content and works with community organizations to promote events that inform, celebrate, motivate and educate our listening audience on a daily basis with credible content, as detailed below.

SPOKEN WORD PROGRAMMING

From the outset of the transition of CKFG FM to Neeti Ray, steps were taken by adequately configuring its spoken word programming to meet its conditions of licence. During the broadcast year ending August 31, 2024, CKFG's programming reflected the realities, interests and aspirations of these communities, through news coverage, stringer reports, partnerships, and discussions, and by providing the Caribbean and African communities with the platform to share their views and voice their concerns.

We covered every news and event within the GTA of interest to the Caribbean and African communities. We provided news from their countries of origin. We highlighted personalities within these communities that made significant contributions to society. We spoke about the concerns and challenges that they face. We gave local Caribbean/Black Canadian talent plenty of airplay on CKFG, and provided the much needed exposure to emerging and less known talent.

The following pages provide examples typical of how CKFG served the GTA's communities of Canadians of Caribbean and African descent through its spoken word programming, including news and talk, partnerships, and event support.

ILLUSTRATIVE EXAMPLES OF NEWS SEGMENTS OF PARTICULAR RELEVANCE TO THE CARIBBEAN AND AFRICAN COMMUNITIES

November 7, 2023

The Federation of African Canadian Economics (FACE) released its 2022/2023 annual report showcasing its commitment to driving generational wealth, economic empowerment, and strategic collaborations within the Black community. In a fiscal year marked by significant

growth and impactful initiatives, FACE achieved notable milestones, transforming the landscape of Black entrepreneurship in Canada.

December 15, 2023

Canada's human rights system faces a "crisis of confidence" after racialized employees blew the whistle on anti-Black racism at the Canadian Human Rights Commission, a Senate committee warns. The standing Senate committee on human rights is calling on the federal government to commission an independent review of the conditions Black, Indigenous and racialized employees at the commission face, and to undertake a comprehensive review of Canada's human rights laws.

January 25, 2024

Ontario is no longer leaving it to educators to decide whether they want to teach some grade students about the history and contribution to Canada by people of African descent. As of September 2025, the provincial government is making studies of Black history mandatory for kids in Grades 7, 8 and 10.

February 1, 2024

The federal government is hosting a series of events from February 6 to 8 to celebrate Black History Month 2024 under the theme "Black Excellence: A Heritage to Celebrate; a Future to Build". These events will highlight the achievements and contributions of Black Canadians in various fields. such as arts, business, social justice and politics.

February 27, 2024

A coalition of human rights groups advocating for Black and racialized Canadians has lodged a formal complaint against the Canadian Human Rights Commission (CHRC) for discriminating against its own employees. Nicholas Marcus Thompson, executive director of the Black Class Action Secretariat (BCAS), said the Canadian Human Rights Commission should play a role in the fight to dismantle systemic discrimination, not be the perpetrator.

March 3, 2024

Advocates for African asylum seekers who were refused shelter in Toronto and left to sleep on the street for weeks, remain angry at the politicians who allowed this to happen and contend that their treatment is grounded in anti-Black racism.

April 2, 2024

CKFG FM 98.7 Toronto

Acting on its commitment to help equity-deserving communities thrive, Kids Help Phone (KHP) is launching RiseUp: Kids Help Phone’s Action Plan for Supporting Black Youth. KHP will build on the tailored services and programs to support African, Caribbean and Black youth across Canada with a plan that expands e-mental health services to be more equitable, accessible and culturally informed.

May 10, 2024

Mental Health Week is taking place, the Federal government announced a \$4.5 million investment to bolster the capabilities of 26 organizations providing distress line services across the country. Moreover, Budget 2024 proposes an additional \$4 million over two years to support community-led initiatives through the Mental Health of Black Canadians Fund, aiming to enhance health equity and address mental health challenges among Black Canadians.

May 22, 2024

Black youth in Canada face multiple barriers in getting access to mental health services — and health-care providers can make the situation more difficult, experts say. Dr. Mojola Omole, president of The Black Physicians' Association of Ontario says many Black youth have experienced trauma, sometimes stemming from racism or discrimination, which can affect their mental health and the way they express themselves.

June 18, 2024

The Liberal Government of Prime Minister Justin Trudeau has provided \$9.1 million in grants in ongoing efforts at dismantling anti-Black racism and to meet the needs for sustained funding within Black-led and focused non-profit organizations across Canada. The money is being disbursed to 107 organizations under the “Black Ideas Grant: Bridge and Build” program.

July 10, 2024

Zanana Akande, the first Black woman to be elected to the province’s legislative assembly and to serve as a cabinet minister in Ontario, received honorary degrees from the University of Toronto and the University of Guelph last month. Akande graduated from U of T with a Bachelor of Arts and Master of Education degrees.

July 28, 2024

Today, the Government of Canada commemorates the national historic significance of Celebrations of Emancipation Day at a special plaque unveiling ceremony at St. James

Cathedral's Snell Hall in Toronto, Ontario. The commemoration was made by Majid Jowhari, Member of Parliament for Richmond Hill. Celebrations of Emancipation Day began on August 1, 1834, when people of African descent marked the abolition of enslavement.

August 7, 2024

Programs for seniors and youth in the Black and Caribbean community will benefit from a \$1.5 million investment from the Ontario government. Michelle Tremblay, chair of the board of directors of TAIBU Community Health Centre made the announcement at TAIBU's headquarters in Malvern during a visit by an Ontario government team led by Sylvia Jones, the province's health minister and deputy premier.

August 31, 2024

Today is International Day for People of African Descent, celebrating the diverse cultures, heritage, and contributions of people of African descent in Canada and around the world. In 2018, the Government of Canada endorsed the United Nations International Decade for People of African Descent, which runs from 2015 to 2024. The UN Decade helps build inclusive programs to empower people of African descent and advance work to combat racism, discrimination, and xenophobia faced by people of African descent in Canada and around the world. Prime Minister, Justin Trudeau, announced an extension – until 2028.

September 9, 2024

The provincial government has earmarked \$25 million in funding to create a new hub for Black communities in Peel to access health-care services, called the Peel Black Health and Social Services Hub. Health Minister Sylvia Jones says the hub, which is being funded on a three-year commitment, will be a "full-service" location for Black people and families in the region to find health-care and social services in one place.

September 18, 2024

Canada has taken a historic step towards addressing systemic racism and advancing the social and economic well-being of Black Canadians with the recent announcement of a \$7.25 million investment in the creation of the National Institute for People of African Descent. The funding, to be spread over three years, was announced by Kamal Khera, Minister of Diversity, Inclusion and Persons with Disabilities, and is part of the government's ongoing commitment to the United Nations International Decade for People of African Descent.

October 1, 2024

The City of Toronto is providing multi-year grants to Black-mandated not-for-profit groups and organizations to support the delivery of community and social service programming for Black

Torontonians. The Black-Mandated Funding Framework aims to address funding gaps and historical underinvestment in community organizations and groups that serve Toronto's Black communities. The model provides an equity-centered approach to addressing anti-Black racism in the City's community funding processes.

October 28, 2024

Black public service workers are set to appear in federal court today in the country's largest, broadest, and most high-profile employment-related discrimination case against the Government of Canada. The certification hearing, set to last up to 12 days, will determine whether the case alleging systemic anti-Black racism in the federal public service can move forward as a class-action lawsuit.

COMMUNITY OUTREACH INITIATIVES

CKFG continues to be a proud supporter of the arts and businesses within the Caribbean and African communities. We offer additional on-air support with initiatives targeting content creators that focus on our audience. We also provide support for organizations that aid in the development of the culture in these communities by offering necessary incentives to succeed when advertising on FLOW 98.7FM. This support is reflected in related on-air references, broadcasts and promotions.

Incentives include opportunities such as:

1. The FLOW Winter Special discount advertising package for small business owners to advertise during the winter months when client business is typically slower and investment levels more challenging.
2. Discount for all not-for-profit organizations and Charitable Organizations.
3. Digital campaigns offering additional in-kind content and exposure

FLOW 98.7FM also partners with and supports various events around the GTA benefitting the Black Community such as:

- **Ballet Creole** (Dec 2023) – Canada's only Professional Black Dance & Ballet Production Company presenting African and Caribbean-Centred Programming on Stage and in Communities. CKFG supported their production (arts) with several days of promotion and giveaways.
- **Martin Luther King Jr. Commemorations** (Jan 2024) – Celebrating the Legacy of a man who helped change the trajectory of history. The event also promotes Black Canadians and

shares their stories. This year featured the Honourable Jean Augustine and current Black politicians throughout the GTA.

- **Black History Month Kick-off** (Feb 2024) – The signature event to Black History Month, celebrating and highlighting Black Excellence with the Ontario Black History Society. CKFG was on-site with a remote Broadcast raising awareness of signature events throughout the month.
 - **Toronto Black Film Festival** (Feb 2024) - CKFG supported this event with several days of promotion, marketing and giveaways. This festival shares stories and the talent of many unrepresented filmmakers and stories outside of the mainstream.
 - **ByBlacks Restaurant Week** (Apr 2024) – The only event of its kind. We featured Black Restaurant week by highlighting black-owned restaurants/businesses across the city and offered support for the organizers who expanded the initiative across the entire country.
 - **Meet The Motivators** (May 2024) - This 2-day event was focused on the celebration and showcase of Caribbean and women of color. CKFG did a remote broadcast from the event. Day 1 included workshops and educational seminars. Day 2 was a black tie gala with dinner and live entertainment. CKFG was the Media sponsor and received honorable commendation for its support from Premier Doug Ford.
 - **BIS Summit** (June 2024) – This BIS Summit supports Black Innovation in STEM (Science, Technology, Engineering, Mathematics) which are drastically underfunded towards Black students and entrepreneurs. Our goal was to share new opportunities/info with our listeners.
 - **Foodville** (July 2024) – This Afro-Caribbean Food Fest returned in 2024 and was one of a handful of black-themed food festivals featuring cuisine from the Caribbean, South America, Africa, and the United States. Food offers a cultural identity and this was their biggest event so far.
- Toronto Caribbean Carnival** (Aug 2024) – Though funding was a challenge in 2024 for the Toronto Caribbean Carnival, CKFG offered extensive coverage leading up to the festival. This included audio vignettes/features on different aspects of the festival, from its history, to info on the Mas Camps, and coverage of the events.
- **Jerkfest** (August 2024) – This 3-day festival celebrates the Jamaican population with music performances and family fun. CKFG executed an extensive, special “Show Your Flow Talent Showcase” on-air promotion to support local, emerging artists in the genres of Reggae, Soca, Gospel, RnB and Afrobeats. CKFG highlighted the winners a special promo and all winners performed on stage at JerkFest
 - **CBC’s Legacy Awards** (Sept 2024) – CKFG celebrates Canada’s established and emerging Black talent. The Black Academy’s award show featured performances, award presentations and tributes honouring both established and emerging Black Canadian talent from across the entire country. CKFG hosts produced interviews with artists featured in the show.

- **Princess Margaret Cancer Center Fundraiser** (Oct 2024) – We partnered with St. Margaret Hospital to raise money from CKFG listeners during 1 day radiothon which took place on Oct 23rd from 6am-11pm to raise money for cancer research and educate our audience on how cancer affects the Black Community.
- **Canadian International Black Women of Excellence** (Oct 2024) – CKFG has been a supporter of the CIBWE initiatives this year, including the Black Pearls Gala which recognized 100 Black Females who are trailblazing in their industries. We provided a platform to expand on the reach of their initiatives showing women who are breaking moulds in every way each day.

COMMUNITY/STAKEHOLDER PARTNERSHIPS

CKFG 98.7 FM believes in transparency with its listeners thru the constant focus on diversity and inclusion. That is why we have established an **Executive Advisory Council** consisting of members of the community and stakeholders to share input on how/what CKFG is serving the community and how we can do better. Interviews and meetings with Council members have taken place and we intend to meet at least once a year for consultation and feedback. More details are provided in Appendix C.

Partnerships that are already in place and have made an impact on the Caribbean and African communities include:

- **Princess Margaret Cancer Foundation (PMCF)**- Developed and implemented a radiothon with the Princess Margaret Cancer Foundation to raise money for cancer research. With the focus on how Cancer affects the Black Community
- **LAMP Community Health Centre** – Supported Lakeshore/Etobicoke Community Health Centres promoting health care needs and availability for families in the black community.
- **Harbourfront Centre Programming** – A Toronto destination with curated content promoting endeavours of the community, CKFG produced digital content for Black artists featured in the summer’s programming
- **RastaFest** – A festival that celebrates Rastafarian culture in its entirety. Breaking stigmas and stereotypes while educating attendees further about the principles and values that define it.
- **Black History Month** – Created and aired 1-minute vignettes on noteworthy Canadians/persons from the community.
- **York Eglinton Street Fest** – Known as Little Jamaica, this area has been experiencing a troublesome transformation with transit and gentrification. CKFG has been covering the issues within the neighbourhood while promoting its revitalization. Supporting the return of the 2-day festival with CKFG hosts and more was recognized by stakeholders in this community.

- **Special remote broadcasts focused on health services:** Roots Community Services, Rexdale Community Health Services
- **Urban Rez Solutions** – Promoted a ‘Parents of Youth Impacted Event, specifically focused on youth in the justice system
- **Trinibago Festival** – Attended the celebration of Trinidadian culture featuring food and music with on-site presence connecting the station with the diaspora.
- **Jamaica Day fest** - Attended the celebration of Jamaican culture featuring food and music with on-site presence connecting the station with the diaspora.
- **Tim Horton’s Camp Day** – A 2-hour remote broadcast at select Tim Horton’s and promo campaign to support Tim Hortons Foundation Camps, which aids underserved, less-fortunate youth to help them reach their full potential.
- **McDonald’s McHappy Day** - 2-Hour remote broadcast at select McDonald’s and promo campaign to support Ronald McDonald House Charities provide aid to Canadian families and sick children
- **Canadian Music Week** – CKFG was heavily involved in CMW this year including the moderation of panels, consulting sessions, presentation of concerts featuring Black Canadian Artists, and providing mentorship sessions. We provided Black Artists a platform to showcase their artistry, and presented information on how to break into the music-business.
- **Pattyfest** – A culinary festival featuring a signature dish from Jamaica with a tumultuous history in Toronto (see CBC documentary). The Afro-Caribbean Farmers Market has remarkably put together a Festival with CKFG support that is continuing to grow exponentially. Located in the Little Jamaica neighbourhood of York Eglinton, the signature dish is now the highest Caribbean snack food in demand throughout Toronto.
- **TIFF Toronto International Film Festival Coverage** – CKFG was back on the Red Carpet in 2024 supporting many of the films featuring black talent at this year’s Festival. From actor Don Cheadle to musician Pharrell Williams and beyond. Reports were daily each morning with both previews and reviews to share with our audience

PSA Contributions include:

- **Legacy Enterprises** – PSA campaign to support annual LEGACY poster calendar created by artist and Order of Canada recipient Robert Small to celebrate Black History Month. Each calendar honours specific recipients from the Black community for their outstanding achievements in Social Services, Education, Community, Arts & Entertainment.
- **Covenant House** – PSA awareness campaign to support youth who are homeless and providing a chance at a better future
- **Home Equity Bank** – PSA awareness campaign for homelessness

- **Canadian Music Week** – PSA awareness about the need to recognize the contributions of Black Canadian Artists
- **CNE Foundation** – PSA campaign for the philanthropic arm of the Canadian National Exhibition Association that funds programs year-round to make a positive impact on the lives of individuals and their communities including a 50/50 Draw to support community and youth programs:
- **Ronald McDonald Charity House (RMCH)** – Helping sick kids and their families
- **Raise the Roof** - PSA awareness campaign for homelessness
- **Consulate of Jamaica** – renewing/applying for your Jamaican passport
- **Stand Up to Cancer Canada** – Promoting event to support cancer research/patients/treatment

MUSIC PROGRAMMING

PROGRAMMING COMPLIANCE THROUGH TARGETED PROGRAMMING

CKFG 98.7FM is “Toronto’s Hip Hop and R&B” station with a playlist and shows that substantiate this mantra. Well over 50% of all musical selections aired on CKFG in the broadcast year were drawn from Subcategory 33 (World beat and international). These selections were of particular interest to the communities we are supposed to focus on.

We set criteria goals with various genres of music that cater to listening audiences of Caribbean and African origins, including but not limited to Hip Hop, R&B, Reggae, Afrobeats, Soca, Dancehall, and Pop across the criteria of African and Caribbean categories. Shows that air throughout the week are hosted by a diverse and talented range of on-air personalities, both men and women, almost all of whom hail from the Caribbean. CKFG’s line up of programs aired during the broadcast year are listed below (hosts’ on air names are followed by their real names in brackets):

Monday-Friday

“Ace & Marlon in the Morning” hosted by (Alicia ‘Ace’ West & Marlon Palmer)

“Triz In the Drive” hosted by Triz (Tristan Douglas)

“Spex at Night” hosted by SpexDaBoss (Robert Lloyd)

“Live-To-Air Fridays” hosted by Syrenity (Syreta Boothe)

Saturday

“Hello Weekends” hosted by Ada Ohh (Adanma Onianwah)

“The Takeover” with Celebrity Dru (Andrew Ganesh)

“Live-To-Air Saturdays” hosted by Syrenity (Syreta Boothe)

Sunday

“Hello Weekends” hosted by Ada Ohh (Adanma Onianwah)

“The Takeover” hosted Celebrity Dru (Andrew Ganesh)

“Soca Therapy” hosted by Dr. Jay

“Riddim Track” host by SpexDaBoss

CKFG 98.7FM continues to meet its music percentage requirements, through the following shows in particular:

- News programming
- Soca Groove (Soca Music)
- Riddim Track (Reggae music)

APPENDIX B

Report pursuant to the following Condition of Licence:

b. specific details on the manner in which it has fulfilled its commitment to serving the Caribbean and African communities of Toronto in the station's operations and programming roles in light of its employment practices as well as how the programming decisions related to serving the Caribbean and African communities of Toronto were considered and implemented. This report must include specific information about the manner in which the Caribbean and African communities of Toronto are represented in key positions, including decision-making positions, such as station manager, programming director, music director, news director, journalists and on-air hosts. The report must also detail the measures taken by the licensee to fulfill these positions.

The Caribbean-African-Black communities of the GTA are substantially represented in the staff line up of CKFG. A large majority of the employees -- all but 4 out of the 19 employees of CKFG -- are either from the Caribbean or African descent:

Jamaica: 7
Barbados: 2
African/Ghanian: 1
Bahamas: 1
Antigua: 1
Guyana - 1
St. Vincent & The Grenadines: 1

CKFG actively searches for and recruits individuals from Toronto's Caribbean and African communities. Individuals from these communities are substantially represented and effectively operate all aspects of the station on a day-to-day basis, including in the roles of station manager, programming director, news production and presentation, and on-air hosts.

Simply put, we always strive to fill all positions at the station and ensure that its operations substantially reflect the talent, experience and perspectives of the communities we serve.

We have provided a confidential list of employees for CKFG, including a brief biography for each of them. While information about on-air personalities is also available on CKFG's website – and that website illustrates the strong presence of Toronto's Caribbean and African communities on air and in our operations – the following list is more detailed and contains some personal information of our employees. Accordingly, it is provided on a confidential basis.

Confidential List and Biographies of CKFG FM Employees

[Confidential]

[Confidential]

[Confidential]

APPENDIX C

Report pursuant to the following Condition of Licence:

c. With respect to a) and b), the Commission expects the licensee to consult with the communities on an annual basis. The licensee must include in its annual report how it consulted with the Caribbean and African communities of Toronto, with whom it consulted and what feedback the licensee has received from the communities (through consultation or otherwise) on its fulfillment of these conditions.

In order to fulfill the requirement of this condition of licence, the licensee formed an Advisory Council consisting of five prominent members of the Caribbean/Black communities. A document called '**Advisory Council**' follows this section, outlining the purpose and composition of the Council. The members of the Advisory Council agreed to meet at least once a year.

The feedback received from the members of the Advisory Council over the past year reinforced the manner in which CKFG is conducting its programming and hiring practices. Some excerpts of their comments are provided below.

AISHA WICKHAM:

FLOW 98.7 is well-positioned to deliver on its commitment to represent Black music and culture. The 98-second news updates are effective. It would be positive to see a broader representation of smaller Caribbean islands, Continental Africa and the African diaspora through more talk programming. Understanding budgetary constraints and challenges in this market, continuing to build on localized content through on-air personalities, and adding a call-in current affairs talk show helps build an audience across multiple demographics. More touch points with the community are also key - partnering with more local organizations that can amplify the station's brand and build trust. The acquisition of the FLOW brand was a savvy but complicated move. While it made sense from an audience-building standpoint, it mashed together two distinct brands into one, whereby the iconic FLOW brand would have been better retired as a legacy brand. Given the cultural icon that FLOW 93.5 was, there are some good potential marketing opportunities as that station approaches its 25th anniversary (Feb 2026). Things like throwback merchandise and on-air/online segments that recall some memorable moments on the station can build an audience that is fuelled by nostalgia.

AUBREY CLARKE:

The CRTC must come into modern times. The radio policies are helping to kill the industry in Canada. There are too many restrictions and FLOW 98.7 could be the next victim. Canadian Artists now have Facebook, IG, X, BlueSky, SoundCloud, YouTube, Spotify and a myriad of other platforms not just to reach Canadians but to reach the world. Forcing Canadian radio stations to have to play such a high percentage of Canadian content is not giving Canadian artists exposure, it's actually pulling audiences away from radio. Now that citizens have unlimited data, they can stream music from anywhere while they are in their cars. Which brings me to the additional restrictions that Flow 987 is facing. Limiting the amount of Hit Music the station can play is the definition of promoting cultural appropriation when other stations can play Hit Music by Black artists in high rotation but Flow is limited to how many sounds we can play by artists in our own community. Afrobeats, Soca, Reggae and Hip Hop Artists now top the charts and have become pop music. Is it fair that Flow 987 can't play the best artists in their genre in as high of a rotation as the Pop stations? As I said in my original intervention when the station was being purchased that the CRTC must change the classification of the stations license in order for the station to thrive and the Black and Caribbean community to be served properly.

DAHLIA BATEMAN:

FLOW 98.7FM remains an essential voice in the Black community, providing a powerful platform that celebrates Black culture, heritage, and talent. The station consistently highlights local and global Black artists, entrepreneurs, and community leaders, creating a sense of unity and pride among listeners. The brand itself resonates deeply with its audience providing programming that connects to its grassroots with plans to re-introduce Gospel Music. The updated newscast format covering international, local, entertainment and additional features, addresses relevant issues that other mainstream news outlets often underrepresent. To strengthen the outreach of these messages, a further investment into resources within the station's digital outreach strategy could be very beneficial. By engaging with listeners through community events, further developing local partnerships and authentic storytelling, FLOW fosters a strong connection with the community, making it a trusted and valued source of entertainment, information, and inspiration.

GAIL PHILLIP:

As a former member of the G98.7FM team from its inception, I was particularly delighted to learn about the Programming additions on FLOW 98.7, including a Talk Show and Gospel Show. These programs are both pivotal and cherished within the Black community as they underscore the importance of delivering news and stories from a community-driven perspective, addressing issues that resonate deeply with the audience. Additionally, the Gospel show reflects the historical role of faith within the Black community as a source of strength and resilience in navigating life's challenges. I am excited about the impact these programs have and look forward to their success in the coming year.

MARK STODDART:

There is a sense of excitement and optimism about the future of FLOW 98.7FM as it continues to grow its connection with the Black community. With a renewed commitment to showcasing diverse Black voices and addressing important social, health, and cultural topics, the station has the potential to deepen its role as a community hub. By expanding its programming to include more grassroots initiatives, local artist spotlights, and discussions on issues that directly impact the Black community, FLOW can further cement itself as a trusted platform. Many look forward to FLOW enhancing its digital presence, allowing for greater engagement, reach, and interaction with listeners. As FLOW evolves, it has the opportunity to not only entertain but also educate, inspire, and empower—a promising future for a station that has become a vital part of the Black cultural landscape in the city and beyond.

ADVISORY COUNCIL

CKFG FM 98.7

The Advisory Council was organized in May 2022, to enhance the engagement of Caribbean and African communities with CKFG FM at a local level in a manner that is relevant and reflective of the regions being served. The following details will make the reader aware of the Advisory Council's interest in contributing to the Caribbean and African groups in the Greater Toronto Area. List of current members of the Advisory Council can be found at the end of this section.

ADVISORY COUNCIL

(a) POLICY STATEMENT:

“In recognition of the Commitment by CKFG 98.7 FM to offer programming which will fulfill the needs of the Caribbean & African communities of the Greater Toronto Area (GTA), an ADVISORY COUNCIL has been organized.”

(b) ADVISORY COUNCIL ROLE:

The Council shall meet on an annual basis, to:

- (A) provide its feedback to the radio station's programming and comment on ways to adequately reflect the Caribbean and African communities of the GTA.
- (B) advise the radio station on ways to improve how the station reflects the aspirations and circumstances of GTA's Caribbean and African communities.
- (C) advise the management of the degree to which the radio station is fulfilling the needs and expectations of these communities.
- (D) assist the radio station in the development of effective communications between the Caribbean-African communities and the radio station management.

(c) ADVISORY COUNCIL COMPOSITION

- a) The Advisory Council currently consists of 5 voting members comprising representatives from the Caribbean and African communities.
- b) The voting members have no financial or other interest in the station. (i.e. they are not employed by the radio station either full time or as program producers, performers, or advertisers on the station).
- c) Council membership is normally for a two-year term with replacement of members on a scheduled rotational basis.
- d) New council members may be recommended by the radio station or the council chairman and shall be appointed by the station manager.
- e) Selected radio station employees may attend council meetings as required with a view of improving programming service.

(d) ADVISORY COUNCIL GUIDELINES

In fulfillment of Advisory Council role it is expected that:

- a) The Council shall normally meet at the minimum once year.
- b) The council members will at the request of the Canadian Radio-television and Telecommunication Commission be present at public hearings where the performance of the radio station is examined or provide written comments if requested by the Commission.
- c) Minutes of all the meetings of advisory council shall be prepared, reviewed by the chairman and radio station, and circulated to council members.
- d) Minutes of all meetings shall be made available to the commission if requested.

2024 Advisory Council

Members



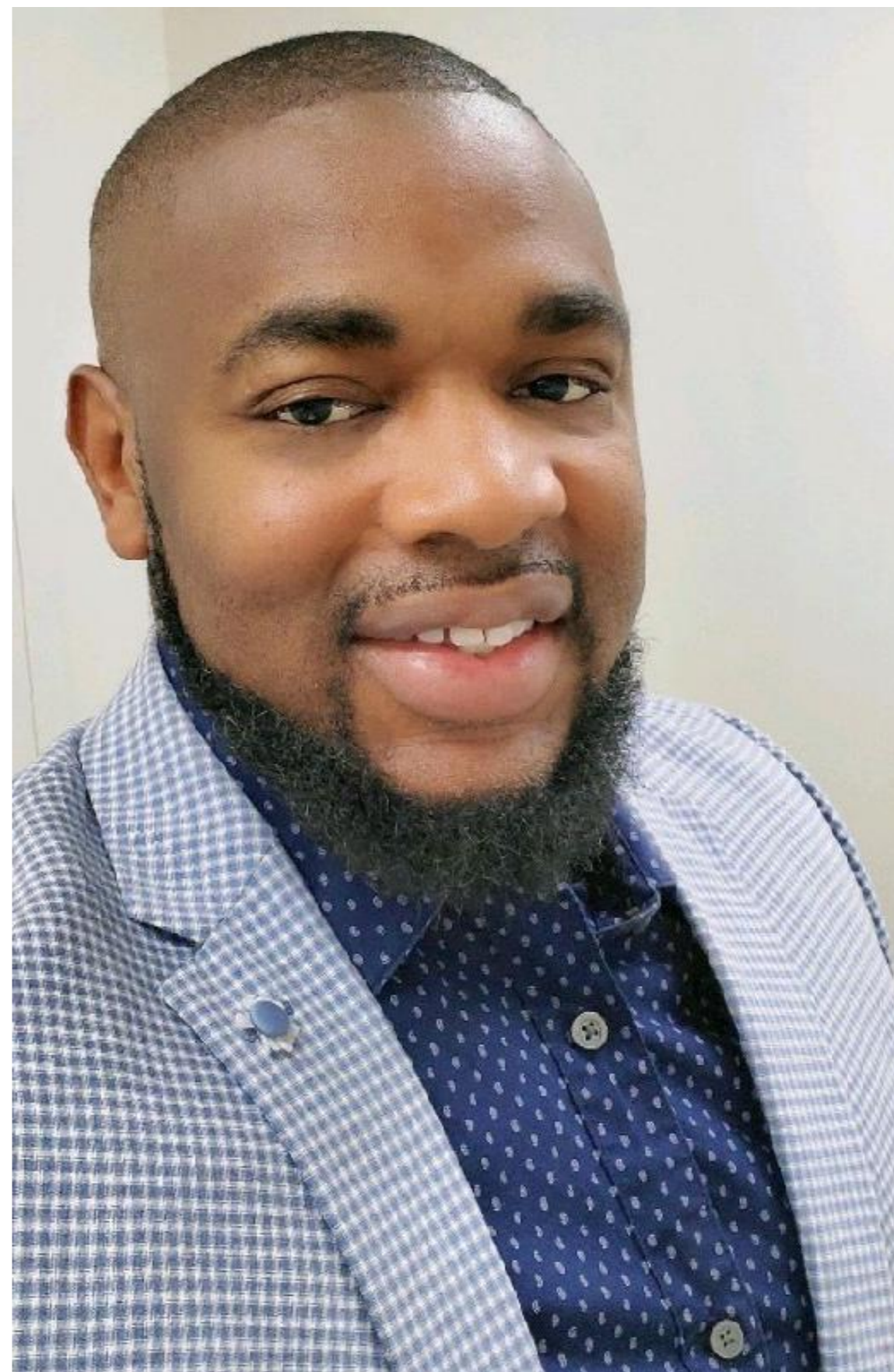
Aubrey Clarke

ENVISION URBAN MEDIA: CEO

Aubrey is a self-motivated and driven individual who aspires to excellence in everything that he does.

He has developed Envision Urban into a Lifestyle Marketing Company with many different divisions from Media Sales, Buying, Planning, Event Marketing and their Publishing Division.

Aubrey has also been the National Sales Manager for Skywords Media and is an advocate for his community.



Gail Phillip

THE BLACK ACADEMY: Executive Director

PREVIOUS:

FACTOR, JAZZ.FM, G98.7FM, NABFEME,
GLASSBOX TV, CTV BELLMEDIA, GLOBAL
TV, CBC TELEVISION

Gail is known as an Innovative and Methodical Manager, with an entrepreneurial spirit who is able to drive profitability through strategic growth. She has a superb track record of managing complex functional projects in entertainment and media related fields with a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.

As an advocate for women's equality, professional growth and development in her desire to give back to her community is always apparent as the Network Manager for NABFEME (Association for Female's in Music and Entertainment).



Aisha Wickham

ONTARIO CREATES: Program Consultant

PREVIOUS:

NIA CENTRE FOR THE ARTS, G98.7FM,
CANADIAN INDEPENDENT RECORDING
ARTIST ASSOCIATION, MILESTONE RADIO,
URBAN MUSIC ASSOCIATION OF CANADA

Aisha has 20+ years of experience working with a broad range of stakeholders in Toronto's music, broadcasting, communications, IT, and new media sectors (public, private and not-for-profit). She is known for her excellent research, corporate writing and oral presentation skills.

With ample experience writing proposals, business plans, marketing strategies and press releases Aisha skills also cover financial management and budgeting.



Dahlia Bateman

BATEMAN LAW: Lawyer

PREVIOUS:

DALHOUSIE UNIVERSITY | DANA
HOSPITALITY GROUP OF COMPANIES

Dahlia Bateman is a successful lawyer who started her own law firm in 2006 with a general practice including Criminal Law and Mental Health Law. Dahlia made the transition to Corporate Law providing legal services to small and mid-sized corporations. Currently, she is the Chief Legal Officer at Wilfred Laurier University and had completed her PHD.

Dahlia has been recognized as one of the 100 Accomplished Black Canadian Women in Canada and is a strong advocate within her community.



Mark Stoddart

HUMBER COLLEGE: Professor

PREVIOUS:

KURUPT DESIGN | LIWI68

Mark combines his passion for music and sports, with a consistent spirit of social activism and a life-long commitment to educate, empower, and unite. Born in the United Kingdom to parents of Jamaican heritage, he moved to Scarborough as a young boy. Mark's career as a visual communicator, graphic designer, and painter has spanned over three decades, and Mark continues to present a variety of works that illustrate the history of Black athletes, entertainers, and public figures. Mark studied formally through the Interpretive Illustration program at Sheridan College in Oakville.

Mark's community advocacy has also included volunteer, speaking engagements, and other visual contributions to local schools and organizations. He is also an Art professor at Sheridan College. Most recently Mark was recognized for his work with an induction on the Scarborough Walk of Fame.

