



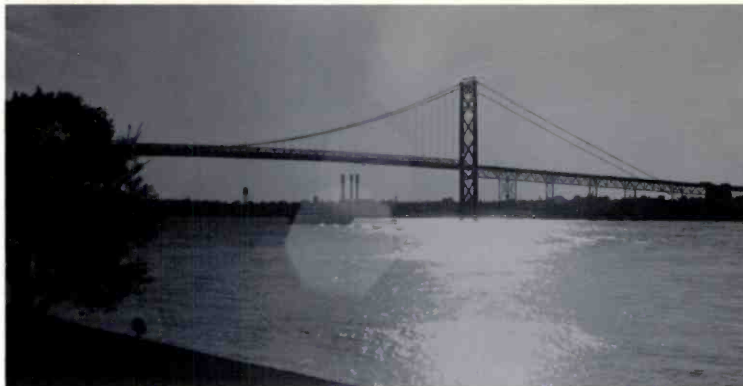
Radio Station CJOM of Windsor, Ontario

CJOM-FM became a reality in April, 1971. Since then, response has been overwhelming in favour of our style of progressive rock programming.

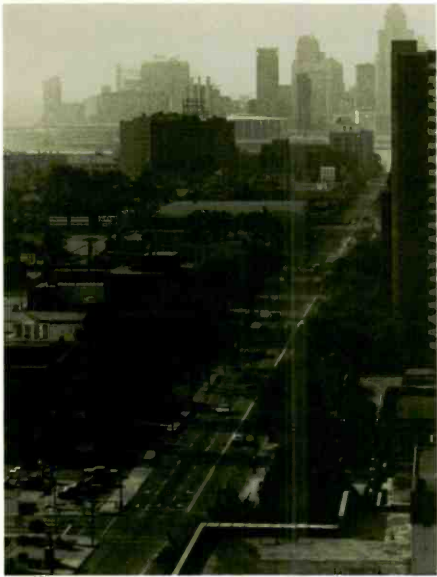
In introducing you to the station, we have decided to let the people for whom we programme tell you what they think of our efforts. We'll be happy to show you the letters from which the enclosed comments are taken, along with others which illustrate why we have become a popular, rapidly growing communications medium serving the Great Lakes region.

Our overall aim is to create a station with new creative programming of mainstream contemporary rock. We do this by playing our music in sets, dropping in philosophical material, and treating our listeners on a one-to-one basis; informing him of activities that are happening in his environment, drawing his attention to various important matters that affect the ecology of the planet he occupies, and offering a sound that is totally communicating and encourages total involvement. Hopefully, through such efforts, we will be able to restore confidence and integrity in the free enterprise system . . . something that is sadly lacking in our society today.

MICHAEL LINDER
Station Manager



Photos: Jim Hagopian



"What you are doing for Windsor and the surrounding Canadian area is most positively far-out! CJOM and the people involved there are really doing good things for young Windsorites. If I can be of any help in assisting CJOM in any way, just give me a call..."



In order to make CJOM reflect the Southern Ontario style of life, close communication is maintained between the station and correspondents from area high schools, colleges, universities and social organizations. Local musical talent is encouraged by the station. CJOM plays tapes provided by local musicians; sponsors dances, coffeehouses and major concerts to expose new Canadian talent.

In cooperation with the Mayor of Windsor, CJOM grants interest-free summer loans to assist students in creating their own summer employment.

24-hour telephone service informs callers of daily cultural and recreational events in the community. An innovation radio co-op enables listeners to use the medium to communicate ideas, to buy and sell merchandise.

Newscasts are researched and written by members of the high school and university press, submitted to the station on a daily basis.

The goal of CJOM's air personnel is to showcase the best mainstream progressive rock available. Songs are played for their musical, not commercial value. Songs, played in sets, tell stories. Talk about life. And love. And maintain a positive reality while attempting to best communicate the songwriter's original concept.

CJOM would stand out on a dial-less radio because of its uniquely distinctive musical selections. Plenty of Crosby, Stills, Nash, Young, Dylan, McCartney, Lennon, Elton John and Moody Blues are played along with the best works of "unknown" composers and musicians. Special emphasis is given Canadian artists.



"We often say to each other, when you've done something particularly mindblowing, 'They can't do that!' whereupon someone gleefully exclaims, 'They did!'"

"Your broadcasting is so well produced. I want you to know how good I feel on mornings that I listen to your programs."

"You have a rather unique station, offering the best in the music field today."

"You are a major decision in my decisions in buying albums."

"Your musical taste is fantastic, and the groupings you have been broadcasting where you take cuts from various albums the artist has produced over the years and play them in sequence has had us looking at each other, slowly shaking our heads as our minds slowly, ecstatically, explode."



"We have been waiting a long time for a station like this and it's finally come."



MIKE LINDER

CJOM manager Mike Linder doubles as morning programme host. His multi-media background spans radio, television, newspaper and graphic design experience. An avid participant in many art forms, Mike believes in applying artistic principles to broadcast communication.



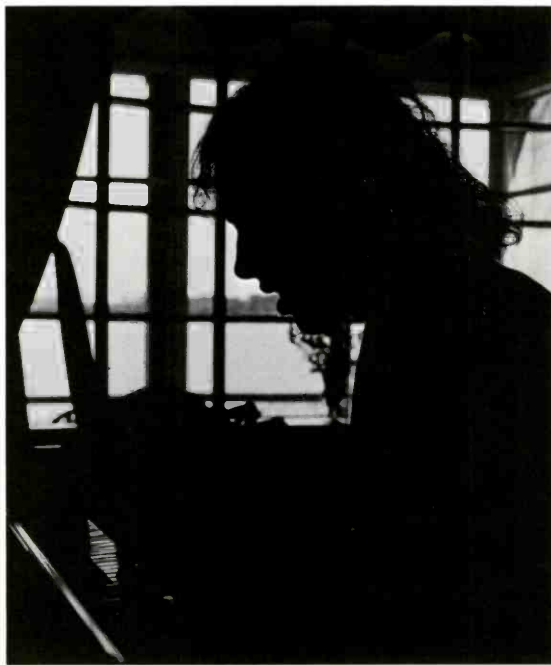
"You commenced life in London as a luxury but you have rapidly become a necessity. Thank you."

"My high school and college-age boys have been listening since their dad and I discovered you. We are both pushing 50, but like your sort of programming."



GREG FRITH

Toronto-born Greg Frith brings a well trained musical ear to the station. He has composed soundtracks for films, plays and commercials, performed as a touring and studio musician, plays organ and flute. His show business career began years ago with his first television appearance on the "Howdy Doody Show."



DAVE LONCAO

At the age of 12, Dave Loncao appeared on "Name That Tune." He did, and won a dollar. His awareness of the musical scene has been increasing ever since. Dave has performed with various rock groups, introduced progressive rock programming to his college radio station, and produced radio, television and film documentaries. His last film effort was a visual version of the Moody Blues' album "Days of Future Passed."



Cameo from North Syracuse, NY

"There is a gentleness of spirit about the sound."

"My friends and I, all in middle twenties and professional occupations, are spreading the word about the great sounds."



"CJOM-FM is being embraced here with an immediate and telling fervor." (The Windsor Star)

"Owning a boutique as I do, I am expected by my customers to have rock music playing. I am pleased now that I can have a good rock station on that is Canadian."

MARK BELTAIRE

A veteran of several progressive rock stations throughout North America, Mark Beltaire began his broadcasting career with his own "pirate" radio station (later closed down by authorities). Mark considers his mission in life to be a "media missionary", but will tell biographers that he hopes to be a cowboy someday.



The Bruskin Study, prepared by CBS, reports that "more than three-quarters of all adults in the United States earning \$10,000 or more per year are FM listeners.

While the majority of listeners are between the ages of 18 and 54, the 18-24 group accounts for more frequent FM listening: 28.4 percent more than any other. The 25 to 34 and 45 to 54 age groups account for 27.7 percent of frequent FM listening.

FM GUIDE
May, 1970

A recent ARB study shows that FM is more popular with younger people, as compared with AM, whose reach increases as age increases. The study is based on the October/November, 1969 New York ARB Metro Survey area.

Sponsored by RKO Radio Reps, the study shows that among young adults, FM reaches 60.1 percent of the 18-24 age group. Among the group 25-34, FM reaches 45.1 percent.

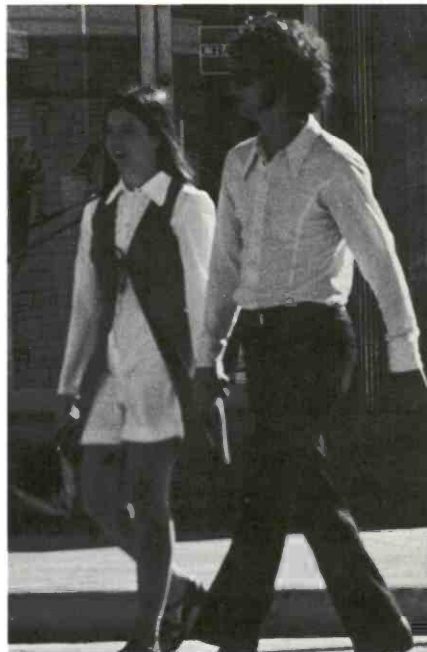
Thus, five out of every 10 young adults 18-34 are reached by FM every week.

The study shows that almost three-quarters — 70.5 percent — of all FM listeners over 18 are under 49.

TELEVISION & RADIO AGE
June 29, 1970



"Maybe CJOM's advertising standards will motivate other stations to upgrade their entire concept of advertising on the radio."



CJOM advocates a commercial policy of "competitive under sell." A maximum of six commercials per hour guarantees greater impact to advertisers without turning off listeners.

The CJOM programming staff can create programmes, features and spot announcements that not only expose commercial products and services in a most favorable light, but also serve to entertain, educate and fascinate listeners.

The station can, in this manner, best interpret a client in the style of today commercially-skeptical youth.

In addition to FM's appeal to the young and its technical superiority over non-stereo AM broadcasting, the penetration of FM sets in CJOM's coverage area is one of the highest in North America.

The Spring, 1971 BBM report for the Windsor Metro Survey Area showed Canada's highest percentage of FM penetration — 72%.

The February, 1971-Pulse study of FM penetration in the Metro Detroit Area indicated an astounding 95.3%.

1970 Population

Canada

Essex County
(including Windsor)
Kent County
(including Chatham)
Lambton County
(including Sarnia)

303,500

101,600

113,700

518,800

United States

Metro Detroit
Flint, Michigan
Ann Arbor, Michigan
Jackson, Michigan
Port Huron, Michigan
Metro Toledo
Lorain-Elyria, Ohio
Sandusky, Ohio

4,241,500

504,000

237,700

144,000

120,000

700,000

258,600

76,500

6,982,300

In the portion of Southern Ontario covered by CJOM, 1970 showed an effective buying power of more than one billion dollars. CJOM aims its appeal at the 17-30 year old, the post-war baby boom that now accounts for more than 25% of the income of all families. CJOM appeals to the young families buying cars, homes, stocking up on durables.



Radio Station WJLA-TV in Washington, D.C.