



Saugeen Community Radio Inc
88.7FM The River
P.O. Box 504, Mount Forest
N0G-2L0
519-591-7253

December 30th, 2015

TO: Mayor George Bridge
Town of Minto
5941 Highway 89,
Harriston, Ontario.
N0G 1Z0

CC: Bill White CAO/Clerk

FROM: Rob Mattice
General Manager
88.7 FM The River

Subject: Application for 2016 Grant/Donation

As you are aware Saugeen Community Radio is a non-profit corporation incorporated in 2012 with the purpose of bringing local radio to Northern Wellington & Southern Grey County. At that time we obtained a number of Letters of Support, including one from The Town of Minto, (Feb. 22nd, 2012) and as a result of this support we were successful in obtaining our Broadcast License on Sept. 25th, 2013. After much work the station officially launched Sept. 22nd, 2015 and is currently operating out of a temporary location inside Plumes Main Street Interiors in Mount Forest. A community, name the station contest, was recently held and on Dec. 21st, 2015 the most popular name was chosen and we are now broadcasting as **88.7FM The River**.

Our volunteer Board of Directors is currently comprised of the following community members; Chris Byrnes, John McGovern, Shawn Mcleod, John Tyson and Dale Small. Our by-laws allow for up to 12 Board members and we are currently recruiting for additional Board members. As the General Manager of Saugeen Community Radio I am currently it's only paid employee.

The single largest expense to start up a Community Radio Station is the cost of equipment required to operate the station. In total our budget for equipment totals upwards to \$100,000 and while this is not all required on day one we have to date been able to purchase approx. half of our requirements. This has enabled us to start broadcasting and to start generating revenue.



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Moving forward while we hope all local businesses and municipalities will support the station through Radio advertising and broadcasting of community messages we are also hoping that the four local townships/municipalities of West Grey, Southgate, Minto and Wellington North would consider each donating \$500.00 in order for us to purchase two premium broadcast on air microphones including shock mount suspension, foam pop filter and deluxe microphone arm. This equipment is critical to the on air operation of the station and currently we are using a microphone that has been temporarily loaned to us by a generous local citizen and supporter.

In order to be successful a Community Radio Station depends on its local businesses, government agencies and citizens to support the station and to become involved. At the present time we are actively recruiting Board Members, sales staff, administrative staff, news/sports reporters, community events announcers as well as volunteers interested in broadcasting a community talk show or event.

We hope that you will support this request for a donation and if you have any questions that might help you in reviewing this application request please do not hesitate to contact me. At the same time if you would like us to come to a Council Meeting in the near future to provide you with any additional information regarding 88.7 FM The River I would be pleased to do so.

Thank you for your consideration of this request.

Yours truly,

Rob Mattice

Rob Mattice
General Manager
Saugeen Community Radio/88.7 FM The River
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519-591-7253