

RADIO SHALOM MONTREAL



Informing, Enlightening, Surprising

www.radio-shalom.ca

Radio **Shalom** Montreal

The 1st Jewish radio station in North America

- **CJRS 1650 AM, the first multi-lingual Jewish station to broadcast in North America**

- Broadcasting 24 hours a day from August 1999 to February 2006 on 91.3 sca.
- On March 15, 2006, the CRTC approved the application by Radio Shalom to air on 1650 AM to broadcast and operate a new AM station. Programming will be in French (60%) English (30%) and Hebrew (10%).

- **Programming open to the Jewish population and Montreal in general**

- Music, news, cultural shows relating to Israel and Judaism.
- Receptive, open and sensitive to all Jewish communities in Montreal.
- Target Audience : adults 18 and over.

Objectives *2007-2009*

2 Ambitious Goals

- Build a strong base of listeners over a three year period.
- Position ourselves as a unique medium in the radio marketplace.

• **Create exposure by :**

- Work with and create awareness within other Quebec media outlets.
- On site coverage of major news events in Montreal.
- Continuous broadcasting on 1650 AM and through the internet.

• **Informative and Interactive website**

- Interactive format with our listeners and the opportunity to express their comments.
- A dynamic sound which covers the world.
- Another tool our clients can use to expose their products and services.

« www.radio-shalom.ca »

- **Interactive**

- Instant and continuous access to live programs.
- Opinions and comments by listeners who can express their viewpoints.
- Podcast : Archive of past programs.

- **A unique window for advertisers**

- Combination of radio and internet advertising.
- Visibility around the world.



- **Radio Shalom** is a member of the Syner J Media group which specializes in media buying within the multicultural radio market
 - **SYNER J MEDIA** can create advertising solutions for businesses who are looking to communicate with the multicultural market in Montreal and Canada.
 - **SYNER J MEDIA** provides a variety of professional services to local and community start up radio stations.
 - **SYNER J MEDIA** allows advertisers to reach Montreal's multicultural population with a market potential of 700,000 listeners.
 - **SYNER J MEDIA** will ensure proper follow up with clients and members within our media group.

Radio **Shalom** Montreal,

A new source of information

- **Open to all points of view**
- **Additional programming dedicated to other cultural groups to ensure proper balance**
- **Offering a unique insight to Jewish news**
 - By being independent and autonomous.
- **Radio Shalom will become a valuable resource of information**
 - A professional editorial team as been assembled.
 - News and information delivered in a consistent manner.
 - Using the latest technology and equipment for our team.

Radio **Shalom** Montreal, a new voice in the city

- **1650 AM kHz** in the greater Montreal area
- **Target** : Adults 18 and over
- **Programming** : News, culture, music and topics of general interest.
 - 40% of air time dedicated to debates, literature, history, science, culture and Jewish philosophy.
 - 50% of airtime dedicated to music including Israeli and Jewish (mizrahi, yiddish, ladino, klezmer, hassidic...) In addition, a Quebec talent development contest will be organized to highlight local musicians.
 - 10% of air time dedicated to local, national and international news including commentaries and analysis of the Jewish and Israeli press.

Radio **Shalom** Montreal, Funding

- **Ideal Structure**

- 20 dedicated job positions.
- Broadcast equipment and digital production tools.

- **Technical Investments**

- 1000 Watt transmitter.
- 76 foot antenna.
- 4 digital studios : 2 broadcast studios and 2 production studios.

Shalom Team

- **A team of professionals**

General Manager

Program Director

Reporters

On air hosts and commentators

Sound engineers

Production Manager

- **A Board of Directors**

In Conclusion, Radio Shalom Montreal **is aiming to**

- **Build a loyal listener base by**

- ▶ Providing local, national and international news on a daily basis.
- ▶ Providing original music from Quebec and Israel.
- ▶ Providing detailed and balanced news about Israel and the Montreal Jewish communities.
- ▶ Providing listeners the ability to interact with programs.

- **Credible source of information**

- ▶ For Jews in Montreal.
- ▶ For Quebec society in general

Technical Needs

• Budget for Technical equipment

Approx **195 000 \$**

- ▶ Transmitter : 75 000 \$.
- ▶ Production Studios : 95 000 \$.
- ▶ Additional start up costs : 25 000 \$.

Funding for our first year

- **12 month operation Budget**

Approx **450 000 \$**

- 2 Reporters (1) English and (1) French
- 2 on air personalities
- 1 General Manager
- 1 Program Director
- 1 Production Manager

Radio **Shalom** Montreal...

CJRS The pioneers in Jewish radio



...We are ready, are you?

Your support will make a difference.

Click on the..



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Charity organization N° 86650 0085 RR 0001.

A tax receipt will be mailed to you directly.