

INTERCITY BROADCASTING NETWORK INC. - IBN

IBN Application 2010-1103-0

Canadian Content Development

As was noted in section 4.1 and 7.2 of our application, IBN will make a substantial contribution to developing Canadian content by providing a wide range of Canadian artists with the platform necessary for exposure. In so doing, IBN will provide these Canadian artists for the first time with a showcase for their work in the mainstream of the Canadian Broadcasting System.

These Canadian content development initiatives will entail expenditures of \$36,000 in year one and up to \$40,000 in year seven. IBN is therefore committed to contribute an additional \$236,000 in excess of the CRTC's 2006-158 policy mandatory contribution of \$33,000 over seven years. Included in this amount is \$69,000 for mandatory contribution to the development of Canadian Content across the country through Factor. Also included is \$14,000 over seven year for Scholarships to Canadians of Caribbean and African descent.

Afro Caribbean Rhythm Festival (up to \$5,000)

Each summer, IBN will sponsor a day long, open air concert in the GTA featuring Canadian musical artists in a wide variety of musical styles appropriate to the IBN music format. This concert will be promoted extensively and will be designed to create a significant community event that will enhance the profile of new and emerging Canadian artists.

Club Concerts (\$4,000)

If this application is approved, IBN will produce the broadcast of a massive club concert each year featuring Canadian musical artists. This concert will be broadcast live and will originate from the Club. There will be live interviews and dialogue with the various artists. This broadcast will showcase the Canadian artists and their music in the setting for which it was designed. In doing so, the broadcasting will bring the excitement of this live music to a much broader audience and will provide important additional market exposure for Canadian artists who are active in the club music scene.

IBN CD Compilation/Scholarship (\$6,000)

IBN will produce a compilation CD of winners of the Canadian Reggae Music Awards, Afrofest performers, IBN's Talent Showcase and IBN's Pan Afro Jazz Series. The recipients will be Canadians. The compilation CD (300 copies) will be marketed and promoted extensively on IBN Radio. The expected revenues generated from the compilation CD sales of \$3,000 (300 copies at \$10 each) will be used to set-up two scholarships for students to pursue post secondary education. IBN will guarantee a minimum amount of \$1,000 per scholarship fund. All applicants for the scholarship must be Canadian of African and Caribbean decent.

Pan Afro Jazz Summer Series (\$6,000)

This is a family event that will occur on the first Sunday of each month from June to September. It is a day activity from 2 p.m. – 7 p.m. at a park facility in an area predominantly populated by Africans and Caribbean's. IBN will work with Toronto Parks and Recreation to facilitate the platform for Canadian Artists to perform their talent to a wide family audience. IBN will record their performances to be aired at a later day. This event will be promoted extensively by IBN and the artists themselves. The objective of this Summer Series is to once again give artists the necessary exposure.

The best of all the performances will be featured on the final Sunday in a live broadcast from the park. IBN will evaluate the performers and will include the top 3 on a IBN compilation CD.

Canadian Talent Search (\$9,000)

If this application is approved, IBN will undertake an extensive search each year for a new Canadian talent. New and energizing Canadian artists will be invited to submit a recording of their work. They will be asked to audition their talent.

A talent of experts will identify the best of these artists, and these artists will be invited to present their work at a major concert organized by the radio station. This concert will be recorded for broadcast and listeners will be given the opportunity to vote for the best new musical artist in various categories. IBN will fund the production of the compilation CD featuring the artistic music.

IBN believes that this initiative will prove highly effective in identifying and promoting new Canadian musical talent and in addition, will help to raise the profile of all Canadian musical artists who active in the field of African and Caribbean music.