



September 2010,

Dear Sponsor and SoundFM Supporter,

Thank you for your support and preservation of SoundFM's 33 years in radio broadcasting within the Kitchener-Waterloo community. Your generosity is valued greatly to the membership of radio hosts and volunteers who strive to bring alternative quality programming within the Waterloo Region.

Why We Continue To Need Your Support:

In January 2008, the University of Waterloo's Federation of Students made a controversial decision to remove SoundFM's support funds and held a referendum to allow students to vote on the issue. Out of 22,000 students 2200 voted to remove the fee. 1080 students voted to keep the fee. 19,000 students did not vote at all, but it was enough for the vote to pass and defund the station.

Prior to 2008, SoundFM was funded in the amount of \$5.50 per student per term. However after the referendum, this funding ceased and our organization experienced a 90% loss in operations funding.

From Crisis to Opportunity for Change:

In a historical move, SoundFM has moved off of the University of Waterloo campus and set up a new studio within Maxwell's Music House in Uptown Waterloo. With this move we also needed to build a new tower, which was accomplished through the exceptional dedication and perseverance of our volunteers.

Where we are now: The Rebuilding of a Radio Community.

SoundFM is now completely 100% volunteer driven and continuing as a Not- For- Profit Charitable Organization. The Board of Directors also serve as the Operations Team and work countless hours around the clock along with the membership to continue with our community to celebrate culture, promote emerging local artists and foster relationships with local businesses.

SoundFM 100.3FM

100.3 FM

CH. 946 on Rogers.

220 King St. North

Waterloo, Ontario

Office: (519) 886-2567

On Air Studio: (519)884-2567

www.soundfm.ca

Board of Directors:

***President**

Operations Leader:

James Walker

***Vice President**

Dan Kellar

***Treasurer:**

Coral Andrews

***Secretary**

Program Support:

Kristylee Palma

***Community/Promotions**

Co-Ordinator:

PJ Smith

***Program Director:**

Brandon Weirmier

***Board Member at Large:**

Carlo Farrugio

***Program and Community**

Liaison:

Ashely Dean



SoundFM President James Walker with singer/songwriter Jacob Hoggard (Canadian Idol Finalist/ Band-Hedley)



**DJ Cool every Monday 4-7pm!
The best in Reggae, Pop and R&B
Mix!**



**Join Ashley with Your Mother's
Attic, every Friday 2-4pm for the
best in New Wave, Alternative and
vinyl nostalgia.**



**Coral FM every Wednesday from 4-
6pm! An incredible resource for
Canadian Art and Culture!**

We currently have 40 on air programs including classical, sports commentary, rock, country, reggae, punk, hip hop, electronic, multicultural and multicultural programs. As words gets out to people that we are definitely rebuilding, the programs are steadily increasing by the week.

Many of our volunteer programmers consist of UW and Wilfrid Laurier students, university staff and alumni, as well as many community members at large, that have been part of the radio station since 1977. This type of devotion from volunteers and listeners has been the driving force behind the determination of our membership to secure our sustainability into the future.

Thank you for also being part of that driving force for SoundFM. If you have any inquiries about the stations rebuilding efforts, or looking for other opportunities to develop with the station, please do not hesitate to contact us in the office or visit us at www.soundfm.ca.

Our gratitude to you, for your advocacy in Community Broadcasting.

Respectfully,

The Membership of SoundFM.