



Trent Radio 92.7 FM – among the recipients of *Radiometres*

Peterborough (05 November 2012) – Trent Radio, the community radio facility sponsored by the students of Trent University, in Peterborough, Ontario, is proud to announce that it is one of the first recipients of *Radiometres: Measuring the development, participation and sustainability of campus and community radio stations*, a new programme offered by the Community Radio Fund of Canada (CRFC).

One million dollars was being offered for this first round of funding and Trent Radio received \$20,000 to implement its project titled "Local Content Project".

This amount will be invested to establish and activate regularised and improved methods to better gather, promote and promulgate music and spoken word materials supporting local artists and the aural arts across the community. These procedures have come about through disparate and diverging volunteer and related efforts. The project is to create the "organisational infrastructure" to bring former and future efforts together to enhance local music and spoken resources.

Established and operated by the students of Trent University for the benefit of the community as a whole, Trent Radio is designed with the production of exceptional radio in mind. Trent Radio's programmers are by definition amateurs - that is, they do radio for the love of it.

The purpose of the project is to establish and activate regularised and improved methods to better gather, promote and promulgate music and spoken word materials supporting local artists and the aural arts across the community. These procedures have come about through disparate and diverging volunteer and related efforts. The project is to create the "organisational infrastructure" to bring former and future efforts together to enhance local music and spoken resources.

"With *Radiometres* comes the idea of measurement. Beyond simply funding activities, the CRFC encourages broadcasters to evaluate their current needs, determine specific long-term goals, and more importantly, put in place tools to measure their progress", says CRFC President John Harris Stevenson. "This approach is beneficial for each organisation and the campus and community radio sector as a whole in order to improve what we do best – creating local content for the community by the communities themselves," adds Stevenson.

The CRFC supports the 175 licensed campus and community radio undertakings across Canada. With *Radiometres*, the CRFC wishes to support high-quality music and spoken word programming and volunteer and diverse community participation in station's activities.

For more information about Trent Radio and "Local Content Project", please visit www.trentradio.ca.

For more information about the CRFC and all of its recipients, please visit www.communityradiofund.org.

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