

# ACCESS GUIDE TO



Thunder Bay Television - CKPR

91.5 CKPR

Thunder Bay Television - CHFD

CJSD ROCK 94

Thunder Bay's Source

CFQK THE THUNDER

Tbnewswatch.com

87 Hill Street N.  
THUNDER BAY, ON  
P7A 5V6

Thunder Bay Television, 91.5 CKPR, Rock 94, THE THUNDER and Thunder Bay's Source consider service to the Community an important part of operating policy. In order to assist those wishing to access our companies we suggest the following:

***News Releases*** and/or request for ***public service announcement*** should be clearly identified as such. Send one copy to Dougall Media (Thunder Bay Television, 91.5 CKPR, Rock 94, THE THUNDER, Thunder Bay's Source and [tbnewswatch.com](http://tbnewswatch.com)).



# DIRECTORY

## THUNDER BAY TELEVISION

**(807) 346-2600**

H.F. (Fraser) Dougall.....President  
Don Caron.....Vice President & General Manager  
Debbie Fayrik.....Controller  
Janet Chiupka .....Executive Assistant  
Ann Snell.....Director of Operations  
Denis Barriault.....Chief Engineer  
Barry Third.....Director of News Services  
Paula Bentz.....Director of Programming & Promotions  
Susan Lockwood.....Director of National Sales, Broadcast  
Kathy Harris.....Director of Local Sales, Broadcast, Print and Internet  
Cora Cambly.....Marketing & Sales Promotion Manager

**INQUIRIES:** Concerning Staff, Availabilities, Policy and General Information,  
please contact:

87 Hill Street N.  
Thunder Bay, Ontario  
P7A 5V6

All Departments 9:00 a.m. to 5:00 p.m.....346-2600  
Website.....www.tbtv.com  
E-Mail.....[tbt@dougallmedia.com](mailto:tbt@dougallmedia.com)  
News and Sports Departments All Hours.....346-2525  
News Fax.....345-2719  
E-Mail.....news@dougallmedia.com

# ADVERTISING

## **Free Time Public Service Announcements** (807) 346-2600

This applies to organizations such as Red Cross, Volunteer Action Centre, VON, Boy Scouts, etc., where regular institutional announcements are desirable and no media advertising budget is available. (*Sample Public Service Announcement on following page*). Please e-mail or drop off your announcement to the following:

“Public Service Announcements”  
87 N. Hill Street  
Thunder Bay, Ontario  
P7A 5V6  
**psa@dougallmedia.com**  
Fax(807) 345-9923

Please note: Free time public service announcements are not meant to replace paid TV advertising and are only available when no advertising budget is available. If you have an advertising budget, please call:

Kathy Harris, Director of Local Sales, Broadcast, Print & Internet 346-2600

SAMPLE

**PAIPOONGE MUSEUM  
R.R. 36, THUNDER BAY, ONTARIO  
P7C 5N5**

August 22, 2001

**PUBLIC SERVICE ANNOUNCEMENTS**

Thunder Bay Television  
87 N. Hill Street  
THUNDER BAY, ON  
P7A 5V6

May we please have the following added to your public service announcements.

Paipoonge Museum will be presenting a combined workshop on August 31, 2001 from 8:00 to 9:00 p.m. Featured will be Alice Crawley, artist in residence at Definitely Superior; and Josie Wallenius, acoustic story teller. Lots of parking, and very accessible. Call 939-1262 for further information.

Thank you in advance for your kind attention to this matter.

Sincerely,

- Please note that Public Service Announcements are edited for time when necessary.

## NEWS & SPORTS

Please keep all news and sports releases pertinent and concise. A name, return address and telephone number of contacts should be included where possible with the release. Your efforts in keeping our News and Sports Departments well informed are appreciated. **Releases should be emailed, faxed or dropped off at 87 Hill St. North, addressed to:**

News            c/o            Barry Third, News Director

Sports                            Randy Scheffee, Sports Editor

E-Mail:            [news@dougallmedia.com](mailto:news@dougallmedia.com)

Fax:                (807) 345-2719

Phone:            (807) 346-2525

*Persons planning to participate in any out of town news or sports events are urged to contact the appropriate department in advance to discuss possible coverage. News of regional events is actively sought.*

Ask for the Assignment Editor or News Director



## INTERVIEWS

### Around Town

|           |   |                                       |
|-----------|---|---------------------------------------|
| Aired:    | Monday to Friday<br>Thunder Bay Television CKPR<br>Global Thunder Bay | 11:30pm approx.<br>6:25pm<br>11:25p.m |
| Recorded: | Wednesday, Arrival.....<br>Taping.....                                | 12:30pm<br>1:00pm                     |
| Content:  | A brief interview on events and programs from non-profit groups.      |                                       |
| Host:     | Fiona Gardiner  |                                       |

To arrange for an interview call 346-2551.



The “**Around Town**” program is produced and administrated by Thunder Bay Television as a public service to our audiences and community.

This is done on a strictly voluntary basis in the hopes that these productions will enhance communications between all citizens of Thunder Bay and District and the hundreds of associations, agencies, groups, and organizations that serve them.

Production and booking procedures are dictated by:

- the availability of resources,
- the high demand for access by local groups,
- the resources available to local groups for communicating their message,
- the provision of a diversity of information to our viewing audiences.

In consideration of the foregoing, we offer these guidelines for access to “AROUND TOWN”.

#### **A) ACCESS**

1. Priority access will be given to registered Non-profit Organizations with local representation and to local voluntary Associations.
2. Access by groups who are not, by definition, charitable, non-profit, or voluntary, will be allowed (depending upon program availability), provided that the group(s) operates a service which is of benefit to a broad cross-section of the Community.
3. There will be limited access by individuals with commercial interests (ie. Businesses, entrepreneurs, etc.)
4. Access will be restricted for groups who clearly advocate a position which represents one side of a controversial issue (ie. issues of abortion and capital punishment, representatives of political parties, etc.)
5. We reserve the exclusive right of final decisions regarding access.
6. We reserve the right to block-out “special weeks” during the calendar year which may or may not restrict access to local groups (ie. weeks devoted to Seniors, teens, or other specific categories;

weeks devoted to a specific theme or topic, weeks preempted due to network commitments, such as Olympics, etc.).

## **B) BOOKINGS**

1. "AROUND TOWN" bookings must relate to an up-coming event on a specific date (s). or
2. must relate to general services, public education, or information of benefit to the Community.
3. Bookings will be accepted, from qualifying groups, on a first- come- first-served basis.
4. Any single group or organization may have no more than one booking per calendar month (regardless of the number of committees or sub committees which the group may have).
5. Only one person can be accommodated as a Guest.
6. At the time of booking, you must provide:
  - The name of the group you represent.
  - The name of the Guest who will appear on the show.
  - Topic being discussed on air.
  - If discussing lotteries, please provide a Lottery License number to the Program's Secretary.
  - The phone number you wish to appear "on screen" (if applicable).
  - Your name and the phone number of a reliable "contact person", if other than yourself, so that telephone contact can be made prior to production.
7. If desired dates are unavailable, a "standby list" will be maintained (by the Program Co-ordinator). Please be aware however, that "standby" Guests are called in the order they are listed and must be able to get to the Station within a half hour (if necessary).
8. In order to provide the widest possible access, we reserve the right to request your co-operation in changing the booking schedule when extenuating circumstances dictate such action.

## **C) PRODUCTION**

1. Unless otherwise notified, tapings will occur, WEDNESDAY afternoons between 12:30p.m and 2:30p.m. Guests must be available during these times.
2. The Program's Secretary will call in advance, for confirmation, to remind you of your taping session, or to advise of any necessary production changes, and to confirm the time you should be at the taping session. If possible and available, Guests can provide visuals about their topics to assist with production (ie. posters, brochures, exhibits, etc. This does not include videos, banners or logos for participating sponsors).
3. When Guests arrive at the Station, all booking information will be verified by the Program's Secretary.
4. Guests not arriving by 1:00p.m. for will forfeit their booking. Persons from the "standby list" will then be called in their place.

## **D) SCHEDULING**

1. The scheduled broadcast time for "AROUND TOWN" is:  
Monday – Friday THUNDER BAY TELEVISION/CKPR approx. 11:30p.m. after the "Late Edition" news and at 6:25p.m. and 11:30p.m. on Global Thunder Bay.
2. We believe that the scheduling of these Public Service programs adjacent to major Newscasts affords the widest possible exposure to local audiences.
3. Where Newscasts must be delayed or preempted due to a variety of unavoidable circumstances, it will follow that "AROUND TOWN" will also be delayed or preempted without notice. We regret any inconvenience such occurrences may cause. We are unable to reschedule preempted interviews.

## **E) OTHER GUIDELINES**

1. If any local groups or organizations feel that they are disadvantaged by our policies or have suggestions which would improve access to "AROUND TOWN" they are invited to write to Thunder Bay Television, c/o Director of Programming.
2. Any dispute or misunderstanding related to access, bookings, production, scheduling, or policies regarding "AROUND TOWN" will be settled by Thunder Bay Television.

3. Local groups or organizations referred to under A) Access, Item #2, who do have advertising budgets are in no way restricted from access to “AROUND TOWN”. Thunder Bay Television anticipates, however, that over the term of your fiscal year, you will demonstrate fair treatment towards television (along with other media) in relation to the allocation of your total advertising budget. In most cases, your community service organization or group is already eligible for a 50% reduction of airtime costs. Our public service vehicles will continue to remain a complementary activity to your advertising campaign.





## DIRECTORY

H.F.(Fraser) Dougall.....President  
 Don Caron.....Vice President & General Manager  
 Debbie Fayrik.....Controller  
 Denis Barriault.....Chief Engineer  
 Janet Chiupka.....Executive Assistant  
 Barry Third.....News Director  
 Bill Malcolm.....Program Director The Thunder  
 Brad Hilgers.....Program Director Rock 94, 91.5 CKPR  
 Susan Lockwood.....Director of National Sales, Broadcast  
 Leslie Walker Larson .....National Radio Sales Manager  
 Kathy Harris.....Director of Local Sales, Broadcast, Print and Internet  
 Cora Cambly.....Marketing & Sales Promotion Manager

All Departments, 9:00 a.m. to 5:00 p.m.....346-2600  
 News & Sports.....345-1322  
 91.5 CKPR Contest Line.....346-2577  
 Fax Number.....345-9923  
 E-Mail.....radio@ckpr.com  
 Website.....www.ckpr.com  
 E-Mail.....rock@rock94.com  
 Website.....www.rock94.com  
 E-Mail.....the thunder@thunder.ca  
 Website.....www.thunder.c  
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### **Paid Public Service Advertising**

If an organization has any advertising/marketing budget, a portion should be allocated to radio advertising. In most instances, a token advertising budget is available. However, we realize that in many instances there cannot be a budget and in these cases, we endeavor to supply the necessary publicity on a “free time” basis. Please contact:

Janet Chiupka  
 (807) 346-3569  
**psa@dougallmedia.com**



## **PROGRAMMING**

Our radio stations are separate services, each with its own program thrust and staff, developed to serve a specific audience. Each program schedule is established with this objective in mind, and in accordance with the Promise of Performance appended to the broadcasting license.



For close to four generations, 91.5 CKPR Your At Work Station, has informed and entertained.

91.5 CKPR informs by providing listeners with local news coverage, and offering a local perspective to national and international stories of the day. CKPR has complete news coverage at the top of every hour. 91.5 CKPR entertains by playing the best Adult Contemporary hits and presenting some of radio's most popular features including: "The E.T. Radio Minute" with Mary Hart, "The Parent Report with Joanne Wilson Dick Bartley's 'American Gold' and "Backtrax USA".

To discuss programming requests and concerns, contact:  
Program Director Brad Hilgers, 346-2589.



ROCK 94 with the Classic Rock You Love and The New Rock You Need, the best rock in Thunder Bay! When it comes to serving our listeners, there's no more active a station than ROCK 94. Great contests, Great Rock and Great ties to our community. We're on the Beat, the Community Beat; every day with a look at the many events, fundraisers and Charitable drives that help the community we live in. ROCK 94 where Thunder Bay Comes to ROCK!

To discuss programming requests and concerns, please contact:  
Brad Hilgers, Program Director at 346-2589



103-5 The Thunder is "Today's Country" station that plays primarily New Country with 60% of the music being current and recurrent. This is an upbeat, Fun, Friendly station that will feature high profile exclusives such as the The Casey Clarke show. 103-5 The Thunder's music has been tested to provide the target audience with the music they want to hear and plenty of it with 30 minute "Rolling Thunder" music sweeps. Core Artists include George Straight, Alan Jackson, Tim McGraw, Paul Brant, Faith Hill, The Dixie Chicks, Rascal Flatts and Shania Twain.

To discuss programming requests and concerns, please contact:  
Bill Malcolm, Program Directors at 346-2588.

DIRECTORY



**(807) 346-2600**

Leith Dunick .....Editor  
Jodi Lundmark.....Reporter

All Departments 9:00 a.m. to 5:00 p.m.....346-2600  
Website.....[www.tbnewswatch.com](http://www.tbnewswatch.com)  
Fax.....345-9923



There's thousands of stories to be told in Thunder Bay, and we aim to bring you as many of them as possible each and every week in the Thunder Bay Source.

As Thunder Bay's weekly community newspaper, we focus on the news and events and the people and places that matter to people who live here. Whether it's in depth coverage of city council, health or education, top-of-mind lifestyle issues, uncovering hidden talent in the entertainment world or previews and profiles of the local sporting community, the goal of this tabloid-sized newspaper is to present the news of the day in an engaging, accurate manner to give our readers a complete story they can't get anywhere else.

Thunder Bay Source is delivered free of charge to 44,500 households in Thunder Bay every Friday.

For more information, please contact:

Leith Dunick, Editor at 346-2650

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87 N. Hill Street  
Thunder Bay, Ontario  
P7A 5V6  
Email [psa@dougallmedia.com](mailto:psa@dougallmedia.com)  
Fax (807) 345-9923

Please note: Free time public service announcements are not meant to replace paid advertising and are only available when no advertising budget is available. If you have an advertising budget, please call:

Kathy Harris – Director of Local Sales, Broadcast, Print and Internet @ 346-2510  
Fax (807) 345-9923



**(807) 346-2600**

Scott Paradis .....News Editor  
Jodi Lundmark.....Reporter  
Kathy Harris.....Local Sales Manager, Broadcast, Print and Internet

All Departments 9:00 a.m. to 5:00 p.m.....346-2600  
Website.....[www.tbnewswatch.com](http://www.tbnewswatch.com)  
Fax.....345-9923



Launched in March 2009 tbnewswatch is Thunder Bay's website to go to for all the current news and information in Thunder Bay and surrounding area.

Tbnewswatch provides area residents with an opportunity to post their comments and photos creating a web community. Launched with the support of a full multimedia campaign: television, radio and print, activity has grown steadily on this site.

For more information, please contact:

Kathy Harris – Director of Local Sales, Broadcast, Print and Internet 346-2510

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