

WINNIPEG, MANITOBAWWW.CJNU.CA

Nostalgia Radio: CJNU

One of Manitoba's most musical social enterprises was created by a dedicated group of Winnipeggers who established a community radio co-operative known as Nostalgia Broadcasting Co-operative Inc., or CJNU.

This unique radio stations offers classic early-radio music and Old Time Radio Shows on the radio airwaves at 107.9 on the FM Band, MTS Television Cable Channel 725, as well as live streaming audio on their website. Nostalgia Music and Old Time Radio Shows are billed as "a timeless Heritage Archive treasury of good listening and entertainment."

By the 1980's, many fans of this radio genre had lost access to these sounds on the local radio airwaves. At least four endeavors were made to fill this void in Winnipeg's radio airwaves in the 1990's and early 2000's. Unfortunately, none of these ventures were fruitful. The last of these unsuccessful "private" attempts concluded in August 2006.

Immediately following this last closure, nearly 40 interested people met at a local home with a great

determination that Nostalgia Radio must be returned to Winnipeg in a lasting format. A "Steering Committee" of six community members was formed with the task of devising a plan and a model that for a sustainable Nostalgia Radio station.

After significant efforts, planning, and investigations, a general meeting of interested Winnipeggers met at a Downtown Winnipeg Hotel and decided that Nostalgia Broadcasting should be incorporated as a non-profit co-operative. The co-op model provided a collective community-ownership format with of intent of safeguarding and archiving the →



→ precious (and threatened) heritage of Nostalgia-listening. This serves the membership, rather than a for-profit motive. It also ensures that this special-listening genre is not sold-out (and possibly lost) in the future by the actions of a handful of individuals. Rather, decisions are made by the collective membership with only the best interests of the entire membership in mind.

CJNU was incorporated in November 2006, went on the air on December 2nd of that year, and has been on the air with the endorsement of a constantly growing and appreciative audience and membership ever since. There are now over 600 members in the co-operative with new members joining all the time.

CJNU currently operates within the “Special Events” category of radio broadcasting licensed by Industry Canada. This allows CJNU to operate under a CRTC rule that exempts the need to have a CRTC licence, but limits broadcasts to 28 days at a time, 50 watts of power, and “sponsorships” instead of advertising. With ambitions of growth, CJNU has applied for a CRTC license as a Community Radio Broadcaster which, if granted, will; remove the need to go off the air after each 28 day broadcast; enable the power to be increased from 50 to 500 watts; and allow CJNU to solicit on air advertising.

Within the co-operative structure, membership is open to everyone and is divided into three Membership categories: Individual, Joint, and Corporate. Members own, operate and direct CJNU. Each member has one vote to set policy, adopt or modify the bylaws, and elect a Board of Directors to manage ongoing affairs. Annual membership fees (and

donations) assist with the purchase of equipment and provide working capital.

As cooperation among co-operatives is one of the international co-op principles, Nostalgia Broadcasting works with Westman Communications, a fellow co-op located in Brandon, to provide quality live streaming audio. Nostalgia Broadcasting is also a member of the Manitoba Co-operative Association, which is linked to national and international co-op associations.

Not only has CJNU helped preserve a classical form of music, they have also preserved the timeless value of community through their co-operative model.

CJNU has enjoyed the sponsorship support of many leading community and business organizations as well as many committed individuals. Monthly host sponsors, a Charity or not-for-profit organization, have a special event or service to the community highlighted in each month’s broad-

cast. Sponsors keep CJNU on the air, and in return, they have the opportunity to provide their information to the Nostalgia audience.

CJNU was started as an all-volunteer effort and endeavour—an effort of love for the community by many retired broadcasters and lovers of the Nostalgia listening genre. The volunteer staff now shares their love and passion for Nostalgia music with fans across Manitoba and beyond. Not only has CJNU helped preserve a classical form of music, they have also preserved the timeless value of community through their co-operative model. Nostalgia Radio is a social enterprise designed and led by the community, for the community, providing a special service that would otherwise be unavailable to Manitobans.