

**CONNELLY
COMMUNICATIONS
CORPORATION**

*PROUDLY
SERVING THE
COMMUNITIES OF
KIRKLAND LAKE
AND
TEMISKAMING
SHORES*



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Attention: Local Groups and Organizations

As a strong community supporter, CJTT FM willingly assists our local groups and organizations with their promotional efforts. We provide airtime to hundreds of causes, providing free radio support valued at over 200 thousand dollars a year.

Our goal, as a private broadcaster, is to be the informed voice of South Temiskaming for our listeners, advertisers and community. In an effort to be consistent and fair with all stakeholders, here are the criteria we use to assess who qualifies for Community Calendar.

- 1) If your group or organization **has an advertising budget for this event** even if it is free to attend the event, you will need to talk to someone in our sales department.
- 2) If you **are charging for the event**, this includes any fundraising event where there is an entry fee or registration fee or raffle ticket cost, even if the efforts are 100% volunteer-driven, you will need to talk to someone in our sales department.
- 3) If you **have paid employees**, in other words, your group or organization is not 100% volunteer-driven; you will need to talk to someone in our sales department.

All events that qualify (by answering “no” to ALL of the above criteria) will be included on Community Calendar.

Here's how you get on Community Calendar:

- **In 30 words or less**, write out the information we'll need to promote your event. Remember to include your name and phone number (should we have any questions).
- Email to cjtt@cjttfm.com
- Or, fax to 647-8660
- Or, mail to P.O. Box 1058, New Liskeard, ON. P0J 1P0
- Or, drop off to our office at 55 Whitewood Avenue East, New Liskeard, ON. (Beside Riverside Place)
- **Send at least 10 days prior to your event.**

Please note that the frequency of announcements is directly reflective of the number of requests we receive. For example: when there are 30 events in rotation, your announcement may only be heard twice a day.