

11 February, 1980.

CKDU

610 am

Dear Faculty Member,

Since CKDU, Dal Radio, began broadcasting in 1964, its operation has grown from a scattered effort with a few regular hours on air to its present semi-professional status. Licensed by the CRTC in 1977, CKDU now broadcasts 17 hours weekdays, and 14 hours on both Saturdays and Sundays, and offers a wide variety of programming.

CKDU provides a number of services to the University community, aside from the obvious function of entertainment. It provides University organizations with the opportunity to reach the University audience. It is responsible for the dissemination of information on every aspect of the University agenda. It provides a public relations vehicle both within the University and without. And CKDU provides a personal growth and learning experience for members; offering practical experience in all aspects of radio.

CKDU has established a reputation both within the University and without, for its co-operation with other organizations. As well as working closely with groups within the Dalhousie community, CKDU has worked with other radio stations in Canada, acting as a network station.

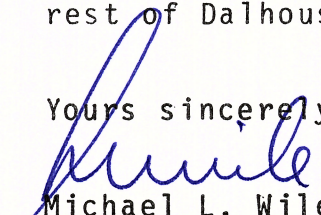
At present, CKDU operates through a transmitter in Howe Hall, Sherriff Hall, and Fenwick Place, as well as through closed circuit in the Student Union Building. However, under this system CKDU is only able to reach 18% of the University community. If CKDU were to become an FM station, it would not only be able to increase its audience, but also expand the scope of its operation.

With increased financial support, CKDU would be able to co-ordinate 'in-class' projects for broadcast. It would also provide an open forum for the expression of a wide range of on-campus interests and activities to the community, as well as allowing for the exposure of new music, ideas, and thoughts. CKDU would be able to broadcast lectures and seminars, concerts, and on-campus news to the surrounding community. Coverage of sporting events would be increased and would include the sports games away from home.

An FM station would also serve as a public relations link between the University and the community, and give valuable practical experience to members of the Station.

At present, CKDU is working on expansion to FM, which we feel will greatly benefit the University community, but we need your support. Without it, CKDU cannot achieve its potential and a valuable service will be lost. Only with your continued support can CKDU hope to achieve its objectives, and keep pace with the rest of Dalhousie University.

Yours sincerely,


Michael L. Wile
Station Manager, CKDU

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