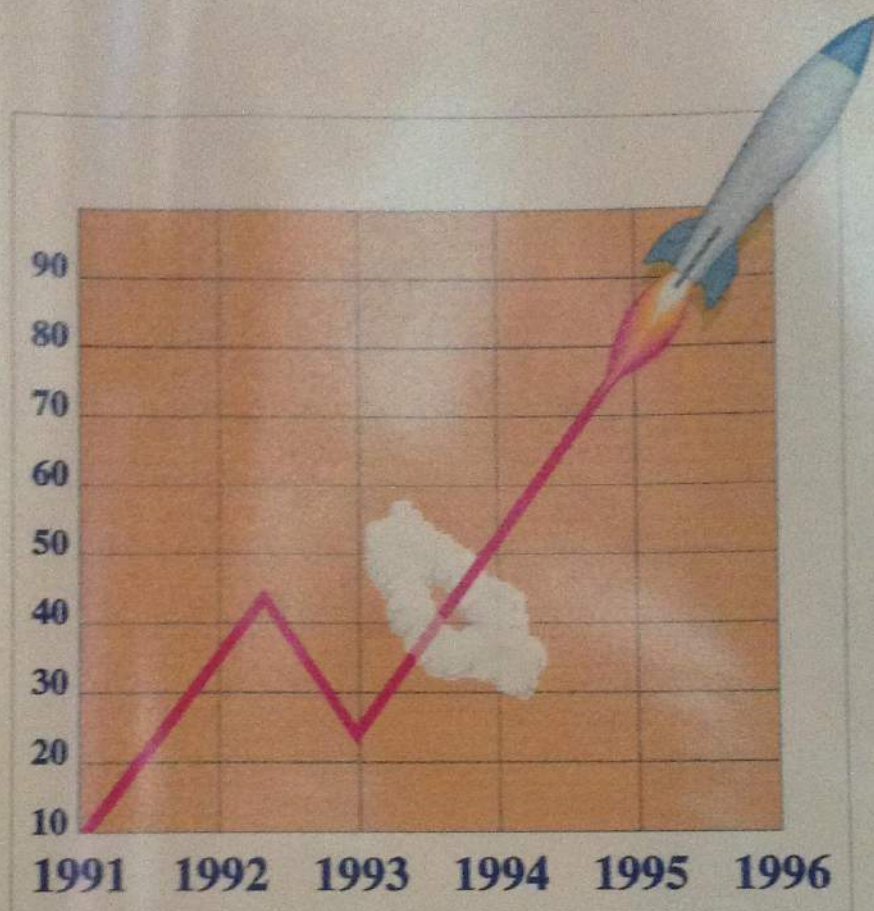




*CJMR 1320*



# Christian Radio In Canada



## A Viable Market :

SOCAN's article about Canada's Christian Music Industry (*Words & Music* July '94) quotes the nation's trade sheet *The record* as saying, "Christian stations now comprise the third largest AM Radio format in the U.S." SOCAN also quotes Dale Wolfe Programme Director for Vancouver's Adult Contemporary Christian station CKBD-AM, *The Bridge*, who says, "The local response has been phenomenal!"



# *Christian Radio In Canada*



## **An Untapped Market :**

Until recently only vary limited Christian programming could be heard on Canadian radio stations. The Christian community was forced to rely on American bordertown stations for consistency in programming, while crying out for its own voice on Canadian radio. CJMR is in the right place at the right time with unique opportunity in Canada's largest market to step into the gap and pioneer the Christian Radio Industry in Canada..

**THE OPPORTUNITY IS RIPE!  
THE TIME TO REAP IS NOW!!!**



## ***4 MARKETS***

### **EVANGELICAL CHRISTIANS:**

- \* Most readily interested: (They have a built in hunger for the "things of the Lord").
- \* Most easily offended: (Will not tolerate any "appearance of compromise" on Christian values).
- \* Must feel a sense of ownership: (Give them a cause to support...and they will!).

### **MAINLINE CHRISTIANS:**

- \* A lukewarm interest: (Will need to be shown the value of Christian music outside the Church).
- \* A cautious interest: (Will need to see a non-sectarian approach).

### **THE UN-CHURCHED:**

- \* A Missouri "show me" attitude: (Must be given quality programming worth listening to).

### **OTHER RELIGIONS:**

- \* An inquisitive interest: (May listen just to "check us out", quality may keep them long enough for the Gospel message to reach them).



# ***SALES:***



## ***PAYING FOR THE PARTY***



WHO BETTER... than the on air personality to sell the vision of Canadian Christian Radio on CJMR?

☆ Especially in dealing with the first four groups; it will require someone from within the Christian community to sell to the Christian community.

☆ Dealing with secular businesses could be handled by any experienced salesperson, but it may be good to have the one with the vision sell them as well.



# *WHY JIM LEEK IS THE RIGHT PERSON FOR CJMR*

- ✓ Knows the community: is a local college graduate.
- ✓ Knows and understands the entire Christian community: has experience working with various Christian denominations.
- ✓ Knows the Christian music scene: is associated with both Northern Praise Ministries and the Canadian Gospel Music Association.
- ✓ Performance background: is a singer/ songwriter/ actor.



***WHY JIM LEEK  
IS THE RIGHT PERSON  
FOR CJMR***



**HAS A PASSION FOR  
CHRISTIAN RADIO  
IN CANADA**



**HAS A VISION FOR  
CHRISTIAN RADIO  
IN CANADA**



*WHY JIM LEEK  
IS THE RIGHT PERSON  
FOR CJMR*

- ✓ Experienced public speaker: has spoken in many settings including behind a pulpit.
- ✓ Experienced in Christian Media: worked for the daily television ministry The 700 Club.
- ✓ Has sales experience: trained and experienced in new car sales.