



Press Release

G 98.7 (CKFG-FM) Goes “Live” in Toronto!

TORONTO (October 3, 2011) – Toronto’s newest radio station, **G 98.7 (CKFG-FM)** has “flipped the switch”, turning on its vibrant mix of R&B, Soul, Reggae, Soca, Hip Hop, Worldbeat, Gospel, and Smooth Jazz. At a press conference this morning at the elegant Eglinton Grand, station Founder, President & CEO **Fitzroy Gordon** also unveiled the station name, call letters and branding.

“The birth of this station has been more than 10 years in the making,” says **Gordon**. “I have always been surprised and disappointed that a city as diverse as Toronto has not had a commercial radio station dedicated full-time to delivering Black and Caribbean music, news and talk programming to its population. The disappointment has turned to joy, and the time has finally come to show Toronto ‘the way we groove!’”

G 98.7 will broadcast a music-only playlist for a few weeks in order to fulfill the required signal frequency testing process (mandated by Industry Canada), and to introduce its format of popular domestic and international Black music to the audience.

Full programming, including the addition of on-air announcers, station promotions, commercials, and a robust news & talk format will commence in November. The station, which received its broadcast licence from the Canadian Radio-television & Telecommunications Commission (CRTC) on June 9, will target the 25-54 demographic.

“The focus now turns to rounding out the station staff, bringing advertisers on board, finessing the programming schedule, and preparing our full station web site,” **Gordon** added. “There is much to be done before full programming begins, but for now, we encourage all radio listeners in the Toronto area to tune in and turn up our soulful and rhythmic playlist.”

Gordon, who will also hold the position of **CKFG’s** Station Manager, has more than 20 years of experience in Canadian broadcasting, including roles as a sports reporter, talk show host, R&B/Gospel music host, television host, and President/CEO of GCI Radio (a carrier of international live sports, talk and music programs). He is well-known for his 19 years as host of CHIN Radio’s “Dr. Love Show”, and has also worked for CBC, The Fan590, The Score TV, and CIUT 89.5 FM.

The rest of the **G 98.7** executive team consists of veteran broadcasting professionals and prominent personalities from the GTA. Here is a partial list: Program Director **Wayne Williams** comes to **G 98.7** from his most recent post as Program Director of FLOW 93.5 and his previous decade-long year career at Energy 108 FM. **Roger Dey**, formerly of Energy 108 FM, CHIN Radio, and the voice of more than a dozen radio stations in Britain, The U.S., Canada, The Caribbean and South America, will be the station’s Music Director. Long-time Producer and Host of CHIN Radio’s “The Caribbean Connection”, **Jai Ojah-Maharaj**, will serve as Director of News & Community Programs. Singer, multi-instrumentalist, composer, arranger, producer, director, and broadcaster **Andrew Craig** will be the station’s Production Manager.

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"It took me three tries to successfully secure a broadcasting licence," **Gordon** continued. "My vision was always to see a Greater Toronto Area that is alive with the sounds of Black and Caribbean music, news, sports and talk for all people regardless of ethnicity, colour, gender, age, and culture. I want to leave a legacy for my people that they can be proud of. I want to ensure that they will always have a commercial radio station that is dedicated to them and provides them with a voice in the mainstream media in this country."

The live audio stream for **G 98.7 (CKFG-FM)** is available at www.g987fm.com.

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