

Appendix 8A CTD

Since Faith Baptist Church is a not-for profit corporation with our plans to operate a non-commercial Specialty-Religious FM undertaking, we are exempt from the requirement to make direct CCD financial contributions.

However, Canadian Content Development will play a significant and strategic role in the programming of this proposed station. We have already invested upgrades into what is now a large audio-wired stage connected to the radio studios. Our plans are to record and/or feature 'live' performances from local and Canadian upcoming Christian Music artists on a regular basis. We are planning on a number of special events that will be entirely 'local talent based' and we're confident these local talent appearances will meet in value the current level of emerging Canadian Talent Development currently being offered from the existing selection of 'commercial radio operations' in the Sydney area. It is our goal to have a very active ongoing calendar of special local talent appearances and broadcasts that will quickly become a new and popular local tradition. Cape Breton is a Canadian hot-bed of music and venues are extremely busy. Our goal is to see our radio ready 'stage' become a regular stop for all Christian Music Artists who tour through eastern Nova Scotia. All appearances by upcoming emerging Canadian talent on the FBC stage will be aired 'live' or recorded for airplay along with extensive pre-promotion as well as detailed studio and/or stage interviews

CICB's chosen music format (Category 35 Religious-non classic) is also a genre in which in this region, most of the upcoming musical artists have received very little emerging artist promotion from mainstream commercial radio stations. CICB will aggressively seek out and spotlight every new artist (Religious-non classic) on Cape Breton Island, within Nova Scotia and across Atlantic Canada. We are confident that within 12 months of a proposed launch, that the entire faith based music community will be fully aware of our commitment to Canadian artists and in particular to 'emerging faith based' Canadian artists.