

**Yukon Innovations Inventory – UPDATE 2003**  
**QUESTIONNAIRE for Innovations Currently Listed in the Inventory**

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## Part 1 Authorization

The information you provide in this questionnaire will be used to update the Yukon Innovations Inventory listed on the website [www.yukoninnovation.ca](http://www.yukoninnovation.ca).

Do you permit your contact information and Part 2 of your submission to be posted? **Yes**

## Part 2 Your Current Listing in the Yukon Innovations Inventory

### Contact Information:

<b>Name:</b>	<b>Erin Hockin – DIAND Communications Rob Hopkins – CFET Radio</b>
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Name/Organization: Government of Canada, DIAND Communications, Rob Hopkins (CFET Community Radio)

### Innovation:

**CFET Radio (1996)**

### Problem or Solution this Innovation Addresses:

There are currently only 280 English speaking commercial radio stations across Canada and this number is increasing as more and more radio licenses are issued. CFET Radio has, as of September 2002, joined the list of licensed broadcasters. Rob explains the complicated and time-consuming process of how shows and/or announcements make their way into the programming of conventional broadcast radio stations. If you want to get a message or show on the air, you have to go through the radio station. The announcement is then approved and sent into production for recording, and handed to the disc jockey. Your announcement is recorded in the studio and played on the air at the jockey's discretion. This can require a lot of people power and many hurdles, adds Rob. In small rural areas there is no business case for localized conventional radio due to the high costs of administration. However, with the costs of equipment plummeting and more transport channels available, more communities can benefit from small radio operations. In Rob's case, he is responsible for the broadcasting, production and programming content for the small

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Tagish market and relies on innovative use of technology in order to put on local shows. There are groups and volunteers who assist remotely from afar. "What is needed is innovative solutions to manage and run these "micro" stations, and which would result in a reduced need for administrative staff and costly technical support," suggests Rob. "Solutions that to this day are out of reach for most small communities with limited features, and cost many thousands of dollars." To address this need, Rob has developed an integrated system that allows authorized members of the public to remotely create 'playlists' and upload digitized community announcements via a simple-to-use web interface without the need of any personnel in the control room. A basic application of this system allows you to record your announcement to a file on your home or office computer and send it via the internet to the radio transmitter's computers, where it would be queued up onto a playlist and played automatically at the appropriate time. The same technology can be used for a community's emergency public alerting system for instantaneous relay. For example, the Yukon Forestry Service can quickly send information related to current wildfire situations via an email file attachment to the radio station, where the message can be played and relayed to the listening public instantaneously. "This kind of community interaction on radio broadcast doesn't exist anywhere," says Rob. "and I have a documented history that it can be done, cheaply and efficiently." While Rob develops "Made in the Yukon" communication technology products to link together to other radio stations in Canada, there are interested distributors waiting in the wings for worldwide export potential.

Innovation Description

An accessible interactive communication server with advanced protocols supplying an audio signal to a licensed FM radio network, This kind of community interaction on broadcast radio doesn't exist anywhere, and can be made available cheaply and efficiently for the small rural market.

Year project started: 1996