

MEDIA KIT



Indigenous Radio

CHON **F**
M

The beat of a different drummer

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ABOUT US

Owned and operated by Northern Native Broadcasting Yukon, CHON-FM stands as a pioneering voice in the Yukon, proudly serving as the ONLY First Nations broadcaster since its establishment in 1984. With a rich history deeply rooted in community service and cultural preservation, Chon-FM has been a beacon of representation and empowerment for the First Nations peoples of the Yukon.

OUR MANDATE

CHON-FM and NNBY is dedicated to amplifying the voices and stories of the First Nations community in the Yukon, fostering cultural preservation, promoting indigenous language revitalization, and providing a platform for education, entertainment, and connection, on a local, national and international level.

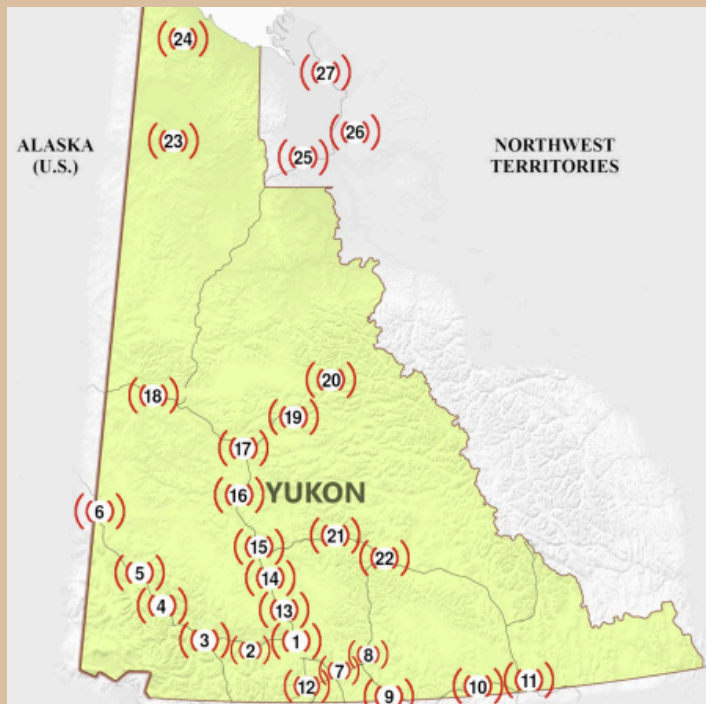


OUR AUDIENCE

CHON-FM's extensive radio network consists of studio, production, transmission and state of the art satellite distribution facilities in Whitehorse.

The network has 27 rebroadcast sites in Yukon, Northern British Columbia and the Northwest Territories.

CHON-FM broadcasts on 98.1 FM in Whitehorse, and 90.5 FM in most other communities in Yukon, Northern BC and Western NWT - as well streaming live 24/7 on our website, cable TV & satellite radio.



Along the Alaska Hwy:

1. Whitehorse, YT - 98.1 MHz
2. Champagne, YT - 90.5 MHz
3. Haines Junction, YT - 90.5 MHz
4. Destruction Bay, YT - 98.1 MHz
5. Burwash Landing, YT - 90.5 MHz
6. Beaver Creek, YT - 90.5 MHz
7. Tagish, YT - 90.5 MHz
8. Johnson's Crossing, YT - 90.5 MHz
9. Teslin, YT - 90.5 MHz
10. Upper Liard, YT - 98.1 MHz
11. Watson Lake, YT - 90.5 MHz

Along the Klondike Hwy:

12. Carcross, YT - 90.5 MHz
13. Lake Laberge, YT - 90.5 MHz
14. Braeburn Lodge, YT -
15. Carmacks, YT - 90.5 MHz
16. Pelly Crossing, YT - 90.5 MHz
17. Stewart Crossing, YT - 90.5 MHz
18. Dawson City, YT - 90.5 MHz

Along the Silver Trail:

19. Mayo, YT - 90.5 MHz
20. Keno City, YT - 90.5 MHz

Along the Campbell Hwy:

21. Faro, YT - 90.5 MHz
22. Ross River, YT - 90.5 MHz

In Northern Yukon and NWT:

23. Old Crow, YT - 90.5 MHz
24. Aklavik, NWT - 90.5 MHz
25. Fort McPherson, NWT - 90.5 MHz
26. Tsiigehtchic, NWT - 90.5 MHz
27. Inuvik, NWT - on cable TV

WEEKDAY SHOWS



01

Cool Country Morning | 6am - 9am
Today's Country with a Classic Twist
Hosted by Carl Carpentier



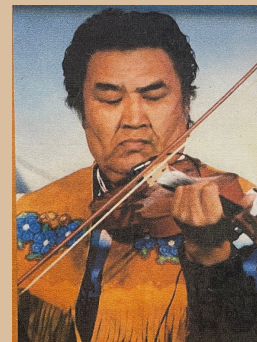
02

Indigenous Connections | 9am - Noon
Indigenous Contemporary Music
Hosted by Charles Eshleman



03

Vuntat Njiik Nakaii - Gwich'in Show
Noon - 3pm
Classic Fiddle & Country Music
Hosted by Ben Charlie 'Benchuck'

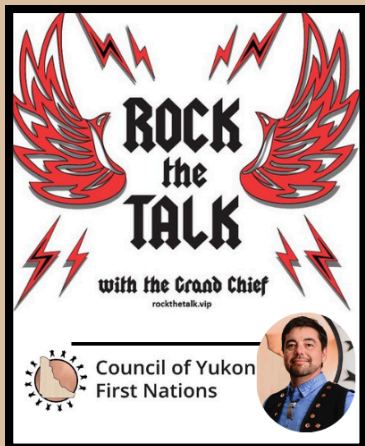


04

The Drive Home | 3pm - 6pm
Classic Rock with Today's Edge



SPECIAL PROGRAMS



Rock the Talk with The Grand Chief

Political discussions with guests and hard-rock

Hosted by CYFN Grand Chief Peter Johnston

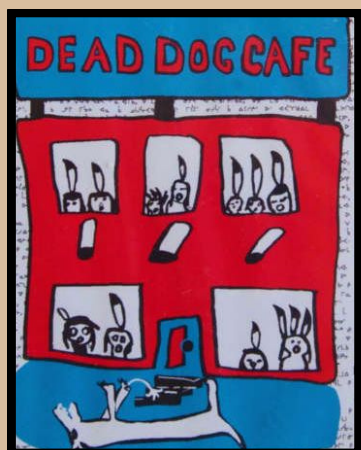
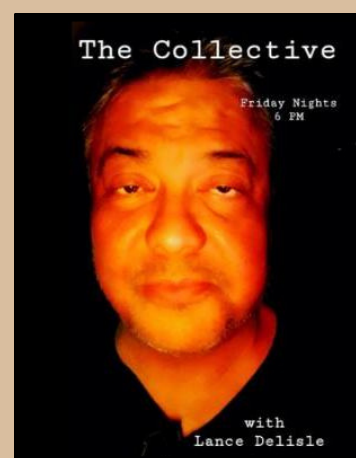
Twice/month from 9am-1pm

The Collective

An hour of curated music with a creative theme.

Hosted by Lance Delisle, Kahnawake Mohawk

Fridays 6pm



The Dead Dog Cafe Comedy Hour

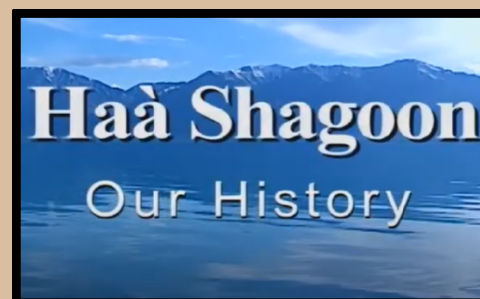
Join Gracie Heavy Hand, Jasper Friendly Bear, and Thom King, characters that will make you laugh and cry!

Wednesdays 1pm

Our Peoples Voices/Haa Shagoon

Adapted for radio from 15 years of Haa Shagoon tv episodes, these are interviews between two fluent speakers in one of seven original Yukon languages.

Wednesdays 9am



Management

General Manager



Denise comes to us with plenty of experience as the Director of Governance for the past 11th plus years. Prior to CAFN she worked for many years at the Council of Yukon First Nations, as well as the federal and territorial governments.

Finance Manager



Martins Udoh brings his extensive financial expertise to the team. Originally from Nigeria, Martins has been residing in Canada for over a decade, contributing his skills and experience to various financial roles before joining CHON-FM. His deep understanding of finance and dedication to excellence make him a valuable asset to the organization.

Sales & Marketing Manager



Anushka Sakargayen has worked in marketing & sales for over 8 years. She has built a career delivering excellence for clients across events, marketing, social media, and retail. Her enthusiasm makes her a significant asset to the team, driving the company's sales and marketing strategies to new heights.

Meet Our Team



Clint Carpentier Production & Programming

Born in Telegraph Creek, Clint moved to Whitehorse in the 1980's. He joined CHON as an on-air host leading to programming all of CHON's on-air content.



Stuart Bonell News & Current Affairs Reporter

Stuart Bonell joined CHON-FM's news department in the summer of 2023. He is always eager to learn as much as he can about Indigenous culture and traditions; particularly those involving land and cultural protection and preservation. Stuart is also CHON-FM's Legislative Reporter with a passion for political stories involving healthcare, housing, and education.



Panebi Wilson News & Current Affairs Reporter

As a news reporter in the Yukon with an Indigenous media outlet since 2023, Panebi loves to tell the Indigenous people story. He covers First Nations related news, including Crime, Arts and Entertainment news. He loves the Yukon and finds living in Whitehorse satisfying.

CHON-FM IS OWNED AND OPERATED BY NORTHERN NATIVE BROADCASTING, YUKON.

**NNBY is a not-for-profit society mandated
"to protect, encourage, enhance and perpetuate the language and
culture of Yukon First Nations people on a local, national and
international level."**

NORTHERN NATIVE BROADCASTING, YUKON BOARD OF DIRECTORS

DENISE BEATTIE - BOARD CHAIR, NORTHERN NATIVE BROADCASTING, YUKON

- Champagne-Aishihik First Nation

LYNDSAY AMATO

- Carcross/Tagish First Nation

DUANE GASTANT' AUCOIN - TESLIN TLINGIT COUNCIL, YANYEIDI EXECUTIVE COUNCILLOR

- Teslin Tlingit Council

LINDA HARVEY

- Kwanlin Dun first Nation

DAN PROFEIT

- Nacho Nyak Dun First Nation



WHY US?

As the **ONLY** dedicated **FIRST NATIONS** broadcast station in Yukon, CHON-FM has the most extensive reach into our Indigenous population.

By advertising or sponsoring content on CHON-FM, you can demonstrate your pride and on-going support for Northern Native Broadcasting, Yukon.

By becoming a **SUSTAINING PARTNER** of CHON-FM, you help to ensure that our people will have a **VOICE** for many generations to come!

Your radio ads can be **STRATEGICALLY SCHEDULED** to target your potential customers, just when they are most likely to make their buying decision. CHON-FM's unique **BLOCK PROGRAMMING** format serves a very extensive audience, with diverse tastes in music & information.



ADVERTISING RATE CARD

PRIME TIME (AAA) For :30 sec ad: \$34 Mon - Fri	7 am - 9am
	11:30 am - 1:30 pm
	4 pm - 6 pm

:15 sec ads - discount 30%
 :45 sec ads - add 40%
 :60 sec ads - add 70%

DAYTIME (AA) For :30 sec ad: \$28 Mon - Sat	7 am - 6 pm
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VOLUME DISCOUNTS
 Long Term Commitments
 Bulk Purchases

TOTAL AUDIENCE PLAN (ROS) For :30 sec ad: \$25 Mon - Sun	6 am - Midnight
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Program Sponsorship
 Require a 3-month
 commitment

OVERNIGHT For :30 sec ad: \$5 Mon - Sun	Midnight - 6 am
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MINIMUM \$350 ORDER
 REQUIRED
 Rates are NET, PLUS GST
 All accounts are subject to
 CHON-FM Credit Policy

3 HOUR REMOTE BROADCASTS

• 9 x :60 sec Cut-ins • 25 x :30 sec Daytime ads • 15 x :15 sec Promos
 \$1350 / \$200 per each additional hour

1 HOUR STUDIO TIME

\$600 includes equipment assistance
 \$150 per each additional hour

ADDITIONAL DETAILS

Phone

867.668.6629

Website

www.chonfm.com

News

news@chonfm.com

Address

260-2237 2nd Ave,
Whitehorse YT Y1A 0K7

Sales

sales@chonfm.com

Information

info@chonfm.com

Social Media



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