

Ontario Public Interest Research Group - Toronto
(OPIRG - Toronto)

CANADA WORKS APPLICATION
for
HARD TIMES RADIO HELP

Nov. 1984

PART III - PROJECT INFORMATION

2. RATIONALE

Increasingly, citizens in Metro Toronto are isolated from their community. This is particularly true of low income earners, the jobless, & seniors.

Part of this isolation stems from the fact that we live in an information society; people who are information-starved experience isolation from each other, from community life and events, from community service groups and agencies, & from government organizations who serve community needs. Community members are isolated from the very organizations that can offer help in breaking the knowledge monopoly and the associated isolation.

Likewise, small business operators are often isolated because of their heavy work schedule & long hours. As a result, they do not have easy access to vital information that may help them become more successful and productive. A small business person only has so much time to devote to reading printed information.

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The challenge, then, is to find alternative forms of communication to serve the needs of these two groups. This is where well thought out and targeted radio programs can help solve the problem. Radio is accessible. It's free. It's cheap to receive. Literacy is not needed for communication to occur. You can do other things while listening to radio, as in the case of a small business person who tunes in to the radio during business hours. Many small businesses do just this.

OBJECTIVES

- A. Address community and consumer concerns as well as provide information to small business in the areas of:
- ① Local Employment Initiatives
 - ② Environmental Improvement & Stewardship
 - ③ Practical Citizens' Guides to Services
- B. Suggest areas where individuals & organizations can seize opportunities for self-help & action for community benefit. The aim is to assist in mobilizing the human & physical resources of the community by enhancing communication within the Metro area. You can think of it as community development radio.
- C. Provide a forum for community service organizations and agencies, as well as other Canada Works Projects to publicize their events & activities which are beneficial to the community.