

# CFAM

## *Radio 950*





# FOREWORD



March 13, 1957 marks 50 years of radio service to Southern Manitoba by CFAM 950. CFAM was the first of many stations that were to follow.

The idea for a local radio station started in 1956 with the incorporation of the Southern Manitoba Broadcasting Co. Ltd.

This name was changed to Golden West Broadcasting Ltd. In the mid seventies when the company started operating in Saskatchewan.

The first station – CFAM – was designed to provide LOCAL SERVICE in all aspects of community life; news, sports, weather, farm and business information. Time for the inspirational aspect of the community was also incorporated into the fabric of the station's service.

This basic premise continues to this day.

This book is a brief outline of how we got from one small 1,000 watt station to a total of 28 stations across Canada's three prairie provinces.

Elmer Hildebrand

# THE BEGINNING

CFAM signed on at 8:01 pm on March 13, 1957. The radio station, operating at 1,000 watts and located at 1290 on the AM dial, was housed in a small studio that was newly built, specifically for this operation in Altona.

Altona, at the time, had a population of 1,800 and was an unlikely spot for a radio station to be located.

The idea for a radio station in Southern Manitoba was conceived by A.J. Thiessen, an entrepreneur from Rosenfeld, Manitoba, where he operated Thiessen Bus Lines, which later became Grey Goose Bus Lines, and ultimately part of the Laidlaw Corporation.

Thiessen and a number of Southern Manitoba individuals, including Walter Kroeker, and the Kroekers of Winkler, D.K. Friesen and members of the Friesen family of Altona, along with Peter Brown, Jake Hooge, D.A. Fehr, David Bueckert, and others concluded they would apply for a radio station to be located in Altona.

**CFAM**  
*Radio 950*



A.J. Thiessen





The application by the Southern Manitoba Broadcasting Co. Ltd., for the station was made to the CBC, which was responsible for issuing broadcast licenses at the time.

The application was approved and the small studio building and transmitter site was constructed in Altona in the fall and winter of 1956-57.

When the station signed on, there were eleven employees, and the slogan was "Your farm and good music station". One of those employees was Elmer Hildebrand, who has remained with the Company and today is the President and CEO of Golden West Broadcasting Ltd.

From the very beginning, people far and wide tuned in to hear what this new upstart of a station would do. Many people remember to this day exactly where they were and what they were doing when the station signed on. It was a memorable moment for Manitoba.



A long list of dignitaries attended the grand opening, including Premier D. L. Campbell, who threw the switch to turn on the station at 8:01 pm. In the excitement of the moment, no one at the radio station thought to record the opening ceremonies, which was only remembered the following day. However, J.J. Janzen of Winkler had made a recording on his home tape recorder and thus a copy was made for posterity.



Opening ceremony. Left to right:  
Les Garside, Dennis Barkman and  
Reuben Hamm.

There was little or no experience by the staff operating a radio station, so the early days were somewhat hectic and often chaotic. The first Manager was A.J. Thiessen, who was also President of the Company.

It wasn't long before he left the company and D.K. Friesen took over as interim Manager. He was, at the time, also managing Co-op Vegetable Oils as well as the Friesen Corporation. Before long, however, Dennis Barkman was appointed manager. There were many skeptics and doubters and we often heard the comment, "this station will never make it". Even while the skeptics remained, people continued to listen.

By 1958, an application was made to boost CFAM's power to 5,000 watts, which came to fruition in the fall of 1958.

Originally CFAM would sign-on at 6:00 am and sign off at midnight. All night broadcasting started on November 2, 1959 with the introduction of Classics till Dawn, a program that continues to this day.



Walter Kroeker, President  
Peter Brown, Vice President  
David Schulz, Director  
D.K. Friesen, Secretary-Treasurer  
c.1958







Left to right: Ben Horch, Esther Horch, Al Esau, Dennis Barkman, Elmer Hildebrand, Jake Peters, Chris Penner, Mary Dueck, Peter Olsen, Gertrude Wiebe, Larry Bodnar, Leonard Enns. Seated: D.K. Friesen.

In 1959, the company opened a sales office in Steinbach, where the lone employee George Kehler was able to have a desk and someone who answered the telephone.

And by October 27, 1960, another power increase had been granted to CFAM, and from that time until today, CFAM has operated at 10,000 watts.

Staff turnover at the station was excessive with a steady string of salesmen and announcers coming and going.

Elmer Hildebrand, who had started out as a copywriter in March of 1957, soon found that there were not enough advertisers on the air to be kept busy for the day in writing commercials. As a result, during the time when D.K. Friesen was Manager, Elmer was asked if he would like to try his hand at selling radio ads. He did so, and soon was on the road four days a week, selling ads during the day and writing ads in the evening. It was at this point that the station's revenue started to grow. Soon, additional sales people and writers were hired and further growth ensued, and by the summer of 1960, Elmer was appointed Sales Manager.

Children's programming was an area that received much attention in the early years of CFAM. A daily 45 minute children's program was scheduled Monday to Friday, and a live 30 minute program aired on Saturday mornings.

Esther Horch, known as "Tanta Esther", was the original Children Party host, followed by Olly Penner, known as "Aunt Olly". The program featured children's stories and children's birthdays. Many children followed Aunt Olly's instructions to "look for their present in the dryer".

The live Saturday morning program featured children from schools across Southern Manitoba. The entire class came to the studios for a live broadcast. In later years, we went out to the schools to record the programs.



By now, CFAM had gained a solid reputation for local service and even though many still found the mix of music, news, inspirational programs somewhat odd, the audience basically remained very loyal and continued to grow.

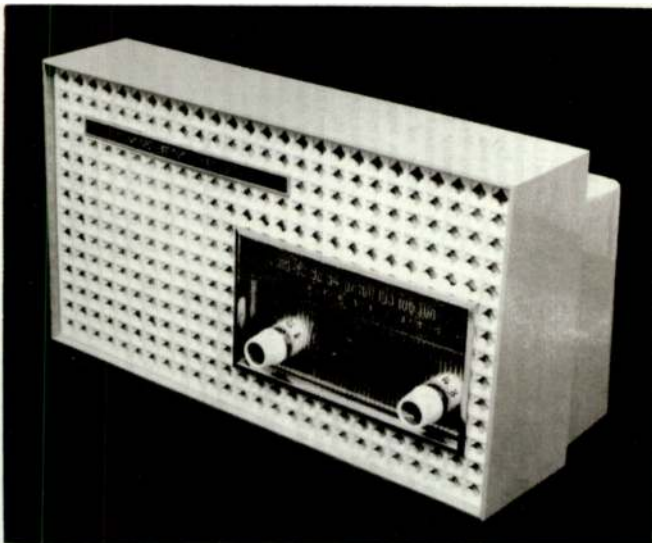
It was at this time that the Company ventured down a new road. AM radio was getting a companion in the form of FM radio stations. FM seemed to be catching on, especially in some of Canada's larger cities. So, an application was made for an FM station to cover Winnipeg and all of Southern Manitoba, with studios at St. Norbert, Manitoba. The application was granted and on December 1, 1962, a new FM station signed on with 354,000 watts, the strongest power of any FM station in the country.

There was, however, one major problem. Very few people owned FM radios and as a result, the audience was very small. To try and solve this, the station brought in FM radios by the boxcar full, selling them through dealers/stores for \$37.50. This, however, was not enough to make a business out of this new FM station, and the operation was bleeding badly. As a result, the FM station was sold to the CBC.

It would be almost thirty years before the Company would once again enter the FM part of the radio business.

Still licking its wounds from the unproductive FM venture, it was decided to apply for a *new* AM station at Steinbach.

FM Radio advertisement, 1963.



## SPECIAL FM RADIOS AVAILABLE APRIL 1st.

Built and Guaranteed by  
Canadian General Electric.

PRICE ..... **\$37.50**

Saving of \$12.00.

Order forms in March Program Guide.

CALL GR 5-0754 FOR MORE INFORMATION.

# GRIMM'S FAIRY TALES

told by  
Danny  
Kaye

GOLDEN  
LP

SNOW WHITE AND ROSE RED  
OF BREMEN

LP-136 GOLDEN  
RECORDS

## DOGS THAT DOGGIE WINDOW?

ABOUT YOUR FAVORITE DOGS:



- The Great Dane
- The Pekingese
- The Terrier
- The Poodle





Children's Party with Tante Esther.  
Tanta Esther is at the far left,  
behind the microphone.



Children's Party with Aunt Olly.  
42 children from the Neche Public  
School. February 25, 1961. Aunt  
Olly is standing at the far right.



MOZART

Symphonie N° 34 en ut majeur K 338  
Symphonie N° 40 en sol...

SIC 4056



STEREO

# HANDEL: MESSIAH

Elsie Morison · Marjorie Thomas · Richard Lewis · James Milligan  
Royal Liverpool Philharmonic Orchestra

## Johannes BRAHMS

*Danses hongroises*

BRUNNEN  
LUXEMBOURG

ACCORD

# CHOPIN

*LES SYLPHIDES, mazurka de ballet*

# SMETANA

*BOIS DE BOHÈME*

MADE IN ENGLAND - THE DECCA RECORD CO. LTD.

STEREO  
EDITIONS DE L'OISEAU-LYRE  
FLORILEGIUM SERIES

Side 1

1073  
ZTT 770  
DSLO 501

JOHANN NEPOMUK HUMMEL:  
CLARINET QUARTET in E flat

- I. Allegro moderato
- II. La Scazzura: Allegro molto
- III. Andante
- IV. Rondò: Allegretto

THE MUSIC PARTY  
HACKER, Clarinet; DUNCAN DRUCE, Violin  
SILVER ROWE AND JONES, Viola  
JENNIFER WARD CLARKE, Cello



# Music

Music has been an integral part of CFAM and the rest of our radio stations.

1957, the year CFAM went on air, also saw the formation of the Southern Manitoba Choral Society, which continues to perform to this day. Ben Horch, one of CFAM's original announcers, was responsible for getting this group started.

The Mennonite Children's Choir, under the direction of Helen Litz, also started in 1957.

The radio stations have been enthusiastic supporters of musical groups across Southern Manitoba.

In 1967, during Manitoba Centennial Year, we created a special commemorative recording with the Mennonite Children's Choir, which was distributed to every classroom in the Province.

We also partnered with Steinbach Treble Teens to produce an LP recording.

In the later years, we started a weekly half-hour show entitled, "Made in Manitoba". This program features a new Manitoba musical group every week. To date we have featured hundreds of different musical groups.

We have also been supporters of the Gospel Light Hour musical group. Gospel Light, the forerunner of the Family Life Network, has been part of CFAM's schedule throughout the first 50 years. Today Family Life works with a variety of artists including Juno Award winner Amanda Falk.

The Faith & Life Choirs (male & female), have also been part of CFAM's fabric for decades. The Faith & Life Choirs continue to perform at numerous venues every year and have produced many CDs.

Many renowned musical artists have come from Southern Manitoba including Phil Ens Jr., Victor Engbrecht, Karen Redekop, Henrietta Schellenberg, Loreena McKinnett, Loren Hiebert, Allison Wiebe, Rick Neufeld, Rosemary Siemens, and Juno Award Winner Amanda Falk.





# FARM PROGRAMMING

Serving the Southern Manitoba farm community was one of the original objectives of CFAM, and this policy remains in place to this day.

Over the years, most radio stations, including the CBC, dropped their farm programming.

At CFAM and other Golden West stations, Farm Programming has been not only maintained, but intensified.

This is what CFAM, AM 1250, & CJRB does today:

5:45 am	Farm Desk Review
6:24 am	Farm News/Markets
6:53 am	Farm News/Markets
7:35 am	Farm News
10:05 am	Opening Farm Markets
12:00 pm	Manitoba Farm Journal
12:06 pm	Country Comment
12:10 pm	Market Report
12:20 pm	Farm News
12:50 pm	Farm Calendar
1:30 pm	Agri-Business News
1:45 pm	Farm Forum
1:55 pm	Farm Market News

A live and on location farm broadcast. Covering local news and farming issues has always been an important part of the CFAM mandate.



# MORNING SHOWS

When CFAM started in 1957, there were a variety of individuals who were on-air in the early mornings.

The first person to make a name for himself doing the morning show was Bill Kehler, who was the 'Morning Minstrel' for many years before he moved west to work at various radio stations. He was the official rodeo announcer at the Calgary Stampede as well as the Morris Stampede for many years.

Craig Kristal briefly did the morning show after Bill Kehler left and before Jim McSweeney arrived. Jim McSweeney became a fixture on CFAM's morning show until his retirement in 1996. Jim has the distinction of having the longest running morning show among all Manitoba radio stations.



Craig Kristal

Bill Kehler was the 'Morning Minstrel'.



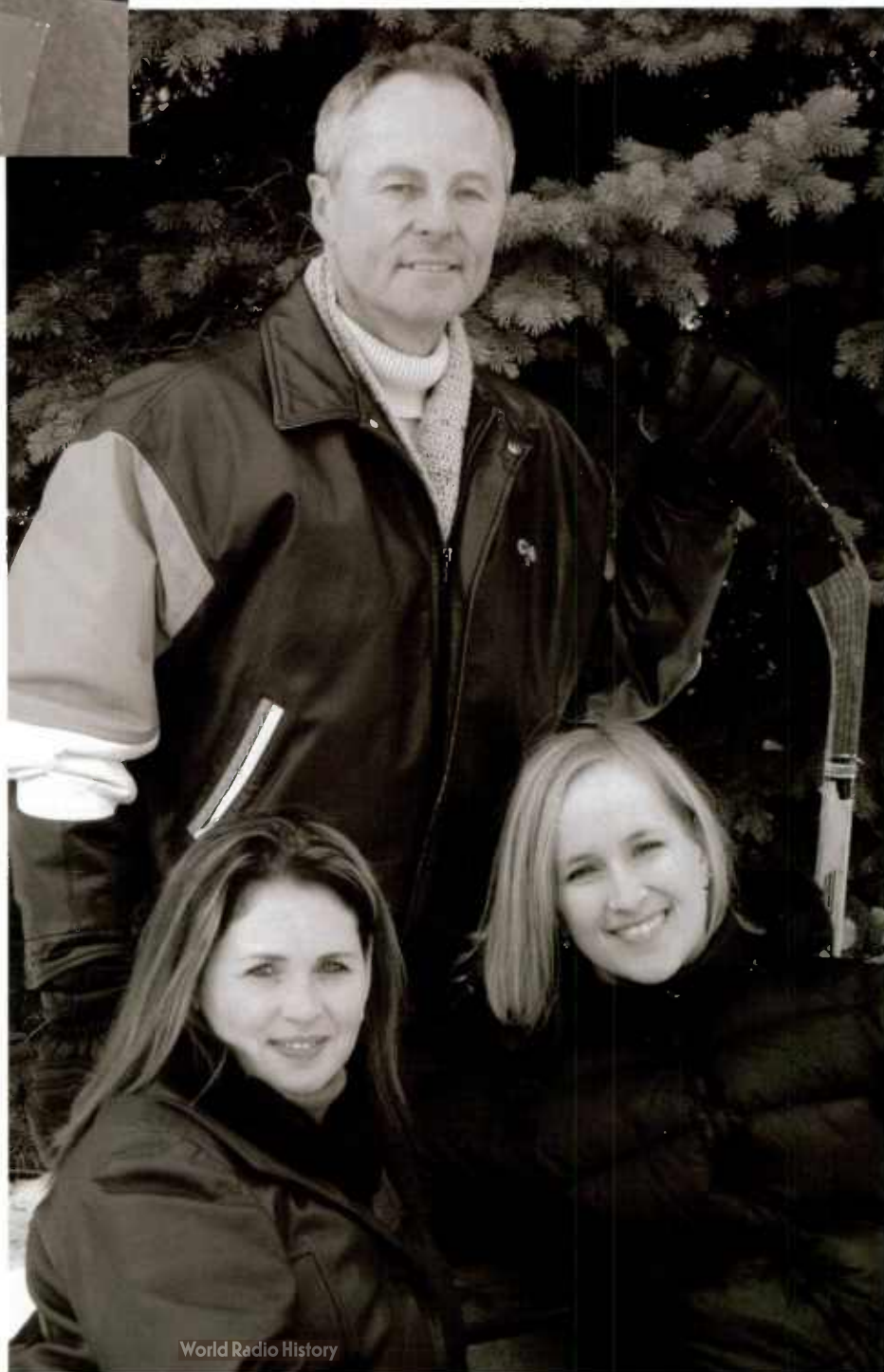




Jim McSweeney was a regular fixture on CFAM's morning show.

When Jim retired, Al Friesen took over the morning slot on CFAM as well as AM 1250 and CJRB. He was originally joined by Gladys Klassen. Michelle Sawatzky returned from the Olympic Games in Atlanta to join Al & Gladys. Today, Al & Michelle co-host the morning show along with Corinna Siemens.

Al Friesen and Michelle Sawatzky co-host the morning show along with Corinna Siemens.



THANKS  
FOR  
LISTENING  
—  
AL





1960 Staff:

Back row standing left to right:  
Elmer Hildebrand, George Kehler,  
Lionel Moore, Walter Lindenbach,  
Hans Andriesen, Dennis Barkman,  
Jake Elias, Leonard Enns, Norman  
Friesen, Bill Kehler.

Seated left to right: Eric Friesen,  
Ken Klassen, Ruth Dueck, Jolene  
Klassen, Olly Penner, Dorothy  
Klassen, Dr. P.J. Olsen, Gerry  
Rempel.

Since CFAM had signed on in 1957, there was always been a strong and loyal audience in the Steinbach area, located 75 miles northeast of Altona. However, as time passed, the signal from Altona to Steinbach deteriorated and there were more and more complaints about poor reception from the Steinbach area and the southeastern part of the province.

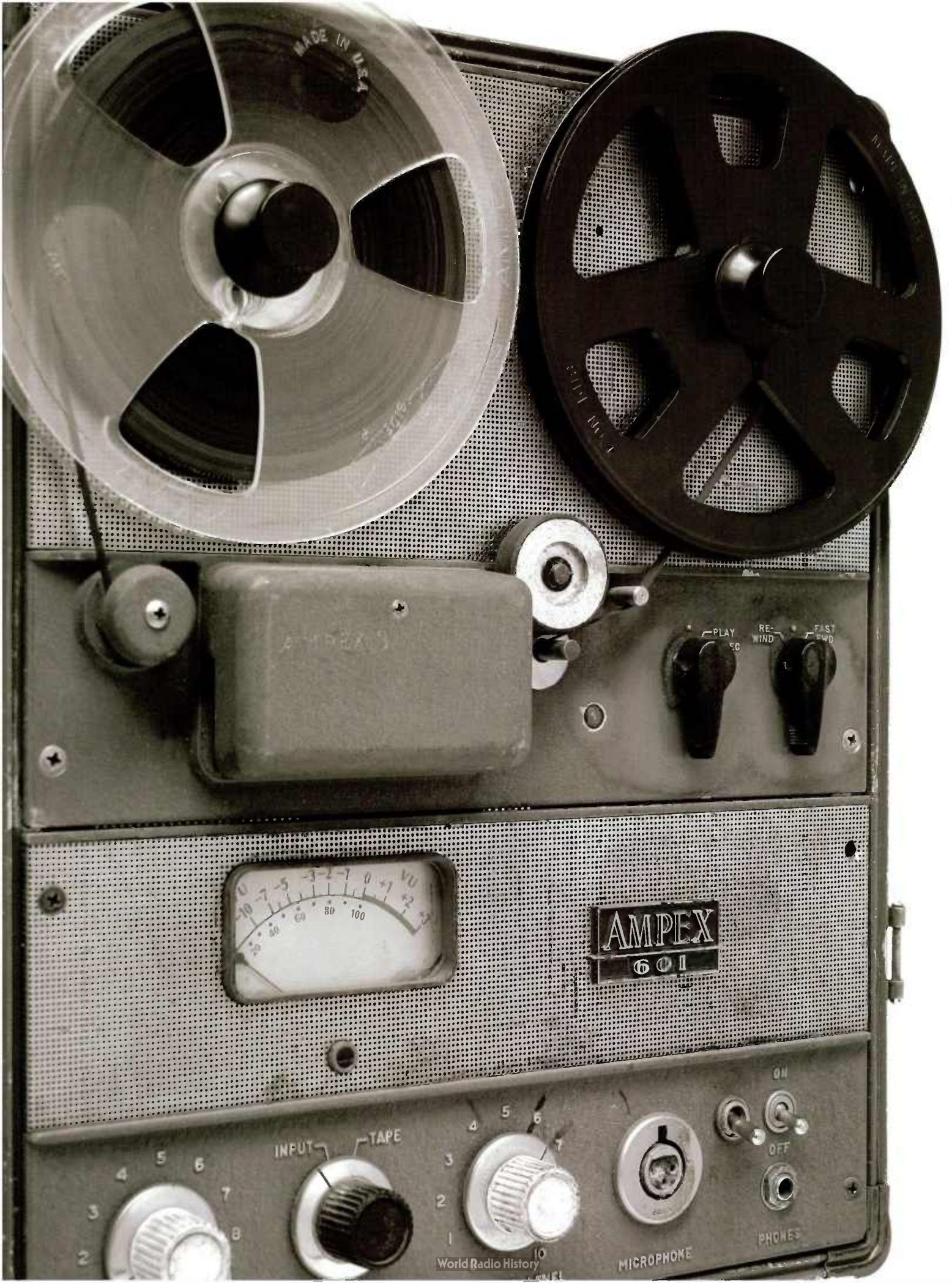
Another factor behind this new application was that a group of Steinbach businessmen had applied for their own radio station, which was not approved by the regulator of the day, the Board of Broadcast Governors.

Our new application for Steinbach was to establish a station that would rebroadcast the CFAM signal in Southeastern Manitoba, thus solving the "poor reception" problems.

The authorities agreed with our premises and as a result, CHSM 1250 on the dial, went on the air in March of 1964. CHSM was later renamed as AM 1250.







MADE IN U.S.A.



AMPEX  
601

INPUT TAPE

PLAY RE-WIND F. S. T. F. W. D.  
°C

ON

OFF

PHONES

MICROPHONE



CHSM-Steinbach and CFAM-Altona originally aired identical programs. However, new technology was constantly being developed in the radio industry. When CFAM first went on the air in 1957, music was in the form of large platters on turntables running at 78 rpm, and tape recorders were large and bulky. Over time, music was also available on smaller discs played at 45 and later 33 rpm.

Tape recorders were improved and miniaturized. And soon cartridge tapes appeared.

Cartridge tapes made it easy to record commercials before airing and since we now operated two radio stations in separate parts of Southern Manitoba, a system was developed that enabled the stations to air separate commercials on the two stations by sending equally timed cartridge commercials to the two transmitters, one for CFAM and one for CHSM. This process enabled us to provide separate local commercials to the Southeast and Central part of the province. This process worked well.

Soon, however, a Winnipeg radio station lodged a complaint with the Board of Broadcast Governors (BBG) that we were contravening our licence by "splitting commercials" on the two stations. They contended EVERYTHING on the two stations had to be exactly the same. The authorities of the day agreed, and overnight we were forced to abandon this new technology. A few years later, we convinced the BBG that our original innovative plan was good for the area, good use of technology and good for broadcasting. The change in this BBG decision was accomplished at a breakfast meeting in Jasper, Alberta during a WAB convention. Our process was outlined on a paper napkin to Harry Bole, BBC Chair at the time. Once he understood our concept he helped get the original ban on "splitting" changed. This was the beginning of ultimately developing CFAM and CHSM into two separate viable radio stations.

Technology continued to improve to the point where today – 2007 – the station doesn't use turntables or records. All the music is on a computer hard drive. Everything is in a digital mode.

By 1964 the Company had continued to prosper and Dennis Barkman was sent to British Columbia to negotiate the purchase of CHWK, a radio station serving Chilliwack and Abbotsford. He decided to buy the radio station himself and resigned his managerial position at CFAM in 1965.

Back in it's day, this classic Ampex reel to reel tape recorder, complete with a suitcase-style carrying case and measuring 35 cm x 43 cm x 17 cm, was considered a small portable unit.

# A NEW ERA

In October of 1965, Elmer Hildebrand was appointed Station Manager. One of the first decisions was to change the process of hiring itinerant announcers and new staff. The concept had always been that "on-air staff" had to be experienced and this meant they arrived in Altona from various parts of Manitoba, Saskatchewan, and Ontario. Most stayed only long enough to get another job at a radio station in a larger centre like Brandon or Winnipeg. Many times they could also not pronounce the local names and places.

The decision was made to hire only LOCAL staff. Young people from the community were interviewed and hired and then given on-the-job training.

It was at this time, October 1966, David Wiebe joined CFAM as a copywriter. He left in 1970, but soon returned in 1973. He subsequently worked in sales, sales management, administration, and was the person who managed home base while Elmer Hildebrand traveled the country representing industry associations. David is currently Vice President of Administration and National Sales for Golden West.

Ken Wiebe joined CFAM's accounting department in August of 1971. He attended many hours of night school to earn his CMA Certificate. Ken led us from paper ledgers and manual typewriters into the computer world. He continues to work as Controller for the organization

This Hire Local policy also resulted in long-term broadcast careers for individuals who ultimately became household words across Manitoba. Olly Penner, Harv Kroeker, Ron James, Al Friesen, Dean Penner, Daryl Braun, Michelle Sawatzky, and many others are the products of this policy.

With CFAM-Altona and CHSM-Steinbach now serving much of the province, including the city of Winnipeg, it would have been easy to "stand pat". However, the Company had been receiving many letters for the southwestern part of the Province, from individuals who had difficulty hearing CFAM's signal, especially at night. This resulted in yet another application to the regulators. This time we proposed to establish a 10,000 watt radio station in Boissevain, to serve all of the southwest and Brandon.

The application was approved and October 1973 CJRB-Boissevain signed on air. The station rebroadcast the CFAM signal, except for the commercials. They were to be local and this now required a "triple split" arrangement of equipment in the Altona studios. In order to make all of this happen, we had to build our



Elmer Hildebrand



David Wiebe



Ken Wiebe

# **CJRB**

*Radio 1220*



Ivan Strain



George Kehler

own micro-wave system from Altona to Boissevain. The reason we ended up building our own system was mainly due to the fact that Manitoba Telephone System, which already had the equipment in place, were so unreasonable in their cost proposals that we felt we had to develop our own network.

This was done by importing special equipment from Marti, a family owned manufacturer in Cleburne, Texas. This Marti contact led to a whole new business opportunity for the Company.

After we had successfully built and launched this new microwave system to enable the establishment of CJRB, we went about telling other broadcasters in Canada. As a result, we ended up supplying Marti equipment to broadcasters throughout Canada as well as the Caribbean and South America. This business has continued to this day.

With the establishment of CJRB, we now had a unique three station network which basically served all of Manitoba except for the far north.

1973 was a significant year, not only for the launch of CJRB at Boissevain. It was also the year we made a significant move in Steinbach. Since the late 50's, we had one employee living and working out of Steinbach. George Kehler had been a car salesman for Penner Motors before joining CHSM. Office space was rented for him at various locations, including George T. Penner's Insurance office, Jim Henderson's Law office, and the basement of the Steinbach Credit Union.

We wanted to make a positive statement to the community of Steinbach that our Company was a long-term committed community player. We purchased a Main Street property and built a two story office building as our Steinbach headquarters. We still only had one employee, but there were expectations to grow in the future.

Originally, this two story building housed the Hanover School Division offices on the top floor, Avco Financial Services, Mutual Life and Ed Loewen's office on the main floor, and along with an office and receptionist for CHSM.

Over time the CHSM staff grew to where it filled the entire building, and ultimately, the facility was too small and we moved to the new facilities on Brandt Street in 2006.



Another significant event took place in the early seventies.

Along with the EMC Mission Auxiliary, it was decided to try and establish a radio station in Chaco, Paraguay. The Mennonite communities in Southern Manitoba had many relatives in Paraguay, who provided much community support in southern Manitoba for the project. C.P. "Cornie" Loewen, who was the President of the company at the time, was very involved with the EMC Missions Auxiliary and he was a huge promoter of the radio project.

An on-air campaign for funds on our network of stations resulted in sufficient funds being raised so that all the equipment was purchased in Canada, packaged and shipped to Paraguay. Jack Hoepfner, the Chief Engineer at the time, moved his family to Paraguay for the project and the station was completed and went on air in December of 1974. The station ZP-30 has been the main means of communication in Chaco Paraguay ever since.

Subsequently we helped establish a radio station in east Paraguay as well.



# FRONTIER CITY BROADCASTING Co. Ltd.

**CKSW 570**  
Radio  
Local News, Local Weather, Local Sports

**CJSN 1490**  
Radio  
Local News, Local Weather, Local Sports

The organization continued to prosper and by the mid 70s it was Saskatchewan that was calling. Albert Jahnke, who farmed in the Herbert, Saskatchewan area, had made an arrangement to buy a small radio station in Swift Current. He approached us to see if we would be interested in a partnership to buy and run this radio station in Swift Current, with a small repeater in Shanavon, Saskatchewan. These stations were licensed to Frontier City Broadcasting Co. Ltd, owned by Doug Scott.

We took over the two stations on January 1, 1975 and immediately set about to improve the facilities. CKSW in Swift Current operated at 1,000 watts by day and 250 watts by night, so coverage was too small from our perspective.

We then built a new technical facility that required a quarter section of land to house eight 360 foot towers. This project cost twice as much as was paid originally for the radio station. The end result was that we now had a strong signal across most of Saskatchewan.

This operation has been an integral part of our growth ever since. Leonard Enns, who worked at CFAM in the early 60s, returned to the organization to work at CKSW in Swift Current. He remained with the Company until 2006.

Since we were now operating in Saskatchewan, the Company name of Southern Manitoba Broadcasting Co. Ltd. did not seem appropriate any more. It was at this time that the decision was made to change the name to Golden West Broadcasting Ltd.

By this time we were receiving contacts regularly from other parts of Canada to help establish radio stations.

# COMMUNITY COMMUNICATIONS INC.

One such contact came from Don Ratcliff in Stouffville, Ontario. He was with the Ratcliff Lumber Company, and was aware of a radio station in Ajax, Ontario that was looking for new owners. In 1977 we purchased this radio station – CHOO – Ajax. The station was sold when we acquired CHAM in Hamilton, Ontario.

## PALLISER BROADCASTING LTD.

Simultaneously we had been working on establishing a new radio station in High River, Alberta. Reuben Hamm, one of the original employees in 1957 at CFAM, had relocated to Alberta.

Reuben and Elmer had maintained contact over the years, and a new Company was formed in Alberta with Reuben and three High River businessmen as minority partners.

An application for a new station serving High River and southern Alberta was made to the Canadian Radio-Television and Telecommunications Commission. (CRTC) After approval was received, CHRB-High River was built and launched in fall of 1978.

The late 70s were a period of significant growth for the Company. Not only was there expansion in Ontario and Alberta, but CHSM in Steinbach was part of huge growth in Steinbach and southeastern Manitoba.





# MANAGING AND ENGINEERING



Lyndon Friesen



Laverne Siemens



Elmer Hildebrand

The news and sales staff was expanded and it was at this time that Lyndon Friesen joined the organization. Lyndon had spent a number of years in Saskatchewan as his parents moved there to pastor a church in Wynard. The family moved back to Steinbach where Lyndon finished his high school. He spent some time working for Penner Foods and was working at Steinbach Furniture when George Kehler asked him to come and work as a salesman at CHSM.

He joined the Company in 1977 and became CHSM Manager in December 1980. For a time, he lived in Ontario managing CHOO in Ajax, and later lived in Alberta managing the operations in High River and Calgary. Lyndon is currently Executive Vice President and Chief Operating Officer of Golden West Broadcasting.

Laverne Siemens joined the organization in July of 1979. He had finished a course at SAIT in Alberta. He grew up in Rosthern, Saskatchewan and was planning to get a little experience in Altona and make his mark in the world. His journey was interrupted when he met a local girl named Ruth. Laverne gained a wife, and a lot of broadcast experience and has continued to make his home in Altona where he leads the Golden West Engineering team.



# MERGER of CFAM AND CISV

In the early 80s, two lawyers from Morden, Jack Duncan and Ken Hansen, along with Mayor Henry Wiebe and Phil Ens of Triple E Canada, formed a Company to apply for another radio station in Southern Manitoba, to provide additional radio service to the Winkler, Morden, Carman, Altona area. At the CRTC hearing for this application, held in Winnipeg, Golden West opposed the application on the basis that the projections presented by the new group were highly unrealistic and it was our opinion it would not be financially viable.

One memorable moment at the public hearing came from Johnny Buhler, who spoke in favor of the application. The CRTC asked the question about financial viability. His response was "these gentlemen can afford to have the station lose money forever".

The application was approved in 1980 and the station went on air as CISV. By the mid 80s, Phil Ens ended up funding the losses of the station as the other major shareholders had lost enough money and bailed out. For a number of years Phil Ens and Elmer Hildebrand met to try and have Golden West take over the money-losing station. There did not seem to be a way for this to happen since the CRTC had a rule that allowed a company to own only one radio station in a market.

One day Phil called Elmer to say that he was going to close the station. He wanted to stop the financial drain and concentrate on the recreational motor home business which was growing rapidly.

Elmer asked for a bit of time. He was going to make one more informal try to convince the CRTC that an exception to their rule needed to be made.

Andre Bureau was the CRTC Chair at the time and at a broadcast convention in Vancouver, this was the scenario presented to the Chair:

**CISV is going off the air, and the area will lose it's unique service. However, if the CRTC is prepared to make an exception to their rule, Golden West will absorb the station, continue to provide this alternative service. The community will be the winner by having two distinct radio stations.**

Andre Bureau agreed with the premises and said, "make the application and we'll deal with it quickly". True to his word, the application was approved and CISV joined the list of stations owned and operated by Golden West. Phil Ens became



**Takeover bid**

Elmer Hildebrand (left) of CFAM and Phil Ens, president of CISV, go public with the announcement of the CISV takeover by CFAM.

a shareholder and Director of Golden West at the same time. "He has been a great friend and mentor and a key component to Golden West's growth from that time on." said Elmer Hildebrand.

At about the same time that CISV was licensed in Southern Manitoba, a new FM radio station was licensed to serve the city of Swift Current, Saskatchewan.

CIMG-FM, like CISV, had underestimated the difficulty a "stand alone" radio station would have. The local owners tried a variety of formats, brought in managers from far and wide, but could never gain enough traction to make it go.

Many discussions took place with individuals who were underwriting the losses at the station since they wanted badly to sell the station. Their asking price continued to be unrealistic until they were in danger of losing their studio location due to unpaid taxes.

At that point, a reasonable arrangement was concluded and almost 30 years since the organization's first attempt at FM, Golden West purchased the FM station CIMG in Swift Current. The operation was immediately moved into the existing studio facilities and by applying experience and economies of scale, the FM station was a viable operation from day one.



Menno Friesen

In 1981 Menno Friesen joined the organization. Menno, who grew up in the Silberfeld area south of Altona, had been working at Co-op Vegetable Oils since high school graduation. He also helped run the family farm.

Menno and Elmer Hildebrand spent a great deal of time together playing hockey. Elmer had been with the Altona Maroons since 1958 as a player, manager/President. Elmer was also President of the Southeastern Manitoba Hockey League at that time.

They spent many hours traveling and talking about the future. Golden West was growing and needed strong sales leadership, and in September 1981, Menno joined the Company as Sales Manager. The Company had 10 sales people at the time.

Today Golden West has about 90 sales people across the Prairies, and Menno leads this process as Vice President of Sales and Marketing.





Radio 950  
**CEAM**

**GOLDENWEST  
PLAZA**



# MOVE TO NEW STUDIOS

Since 1957, the organization had worked out of a small studio building in Altona. Even though originally rather roomy, the facility gradually became too small for a growing staff.

Two expansions were made to the original building and over time this was not adequate. By the 90's we were exceedingly cramped. The Boardroom was turned into an office, some offices were used in shifts, and one department worked out of rented space in the Altona Mall. Further expansion to the original building was planned, but in the end was deferred.

The Company had, over the years, purchased all the property around the studio building and in 1998 a deal was struck to lease an entire floor in a four storey commercial and residential complex on property owned by the Company.

The Grand Opening of this new facility took place in June 24, 1999. Participating in the Grand Opening were the Honorable Peter Liba, Lieutenant Governor of Manitoba and Michael McCabe, President of the Canadian Association of Broadcasters.

Ribbon cutting on June 24, 1999.



The new location served as the main studios for CFAM and was furnished with state-of-the-art equipment. Also housed in the new facility were traffic and accounting functions for the entire group of stations across the prairies. Our Director of Engineering and his staff, along with the head office of the company, are located in this new building.

Reception foyer.







New fully equipped broadcast studio.



Senior management left to right: David Wiebe, Elmer Hildebrand, Ken Wiebe, Lyndon Friesen, Laverne Siemens, Al Friesen, Menno Friesen.

Guests and dignitaries attending the grand opening.



# NEW FACILITIES IN STEINBACH

Six years after the grand opening in Altona, a similar event unfolded in Steinbach. A two storey building that had been constructed in Steinbach in 1973 was now too small for the ever increasing staff in Steinbach.

As a result, plans were made to relocate to the second floor of a commercial/residential complex. The facility consisted of AM 1250, Mix 96.7FM as well as the Creative Department for all of the Golden West stations across the prairies.

The Grand Opening of this new building was held on June 20, 2005.



Lyndon and Bonnie Friesen,  
Carter and Jackson





# WINKLER STUDIOS



Over the years, CFAM has had a variety of locations in Winkler. Originally we had a site in the Gladstone Mall, and later we rented space in the Main Plaza. In 2000 we moved into the second floor the newly built Heartland Credit Union Building.

This facility is home to CKMW 1570, The Eagle 93.5 FM as well as sales office for CHVN-FM and CFAM 950.





# MOFFAT COMMUNICATIONS

Randy Moffat was thrust into the leadership at Moffat Communications at an early age in the 60s, when his father died suddenly. The Company had its roots in Moose Jaw, Saskatchewan, where Lloyd Moffat operated a radio station – CHAB and also a TV station. CHAB was one of the 1st radio stations to start operating in Canada and will be celebrating its 85th anniversary in November, 2007.

By the early 90s, the Moffat Company had about a dozen radio stations when it was decided to sell. The stations were located in Vancouver, Calgary, Edmonton, Moose Jaw, Winnipeg, and Hamilton.

Golden West was interested in CHAB-Moose Jaw, but ended up buying an AM station in Calgary and Hamilton as well. This came about when we became part of a four Company consortium in a bid to buy all the Moffat stations. Ownership of the stations was taken in September 1992. Golden West later sold the Calgary and Hamilton operations and continues to operate CHAB-Moose Jaw.

# SOO LINE BROADCASTING

This company owned radio stations in Estevan and Weyburn. The Company had been founded by Tom Lang, an entrepreneur who started many exciting ventures in Saskatchewan.

Elmer Hildebrand and Tom Lang met and became friends in the 60s and often talked about the possible sale of these radio stations when Lang would be ready to retire. There was even a formal offer extended, but never concluded.

The stations had passed through inheritance to Tom Lang's grandchildren. They were not interested in pursuing the radio business and the stations were formally put on "the market" at a price far too high. Public broadcast companies were not interested in what they perceived as "small markets" and as a result, buyers were not lining up to make offers for these stations.

At the end of the day, Golden West was able to conclude a reasonable arrangement and purchased the stations in 1995.

They have been a valuable part of Golden West's line up of stations ever since.

# GOOSE LAKE BROADCASTING

This company owned radio station in Rosetown and Kindersley, Saskatchewan.

When discussions started with the owners, the manager was Dennis Dyck, who had worked at CFAM in the 60s.

After the stations were purchased, Dennis continued to work for Golden West until he moved to Yorkton to launch his own radio station.

## DELTA BROADCASTING CFRY PORTAGE LA PRAIRIE

**CFRY**  
**920 AM 93.1 FM**



Richard "Red" Hughes

The Hughes family of Portage la Prairie had operated CFRY since 1956. Richard Hughes Sr. started the operation and after he died, the organization was run by Richard "Red" Hughes, who had worked along side his father since he was a youngster.

Elmer Hildebrand had known the family for a long time and maintained a relationship with both father and son. The comment was often made to Red that if he ever wanted to retire, Golden West would be interested in helping this happen.

One day, the call came from Red, "I think I'm ready to discuss my retirement. When can we meet?"

After a couple of lunches a deal was struck and on September 1, 2000 CFRY AM/FM in Portage became part of the Golden West group of radio stations.

# CHVN-FM WINNIPEG

CHVN-FM Winnipeg joined the Golden West family of stations on June 1, 2004. CHVN-FM had been established to serve Winnipeg and Southern Manitoba with a new musical format, namely Christian Contemporary music. The station was the brainchild of Wade Kehler of Niverville and Willard Thiessen of Winnipeg. Willard is well known for his television program, "It's a New Day".

The operation was under capitalized, and this fact, coupled with the reality and difficulty of operating one stand-alone-radio-station in a market like Winnipeg, found the operation at the end of its financial tether. A number of new shareholders had been brought along, but all were unwilling to keep funding losses at the station.

As a result, Elmer Hildebrand started discussing a purchase plan with various shareholders.

In relative short order, an agreement was reached and CHVN-FM became part of Golden West. The station continues to provide a unique and exclusive format that is gaining an ever increasing audience in both Winnipeg and Southern Manitoba. The station continues to be managed by Wade Kehler.

In January, 2007, CHVN-FM moved in to a new premises located at 741 St. Mary's Road in Winnipeg.







There was a time when we had separate companies in each province. This ultimately became unwieldy. As a result, a series of amalgamations started. Today, all of the stations in Manitoba, Saskatchewan, and Alberta are 100% owned and operated by Golden West Broadcasting Ltd.

Once the FM radio station in Swift Current became part of the Golden West group, we realized that more FM stations would be viable.

Even though the AM stations across the prairies continued to have a large and loyal audience, it was obvious that young people were rapidly gravitating to the FM band.

Thus the decision was made to ultimately have FM stations in every location where Golden West has an AM radio station.

The first application for a new FM station was made for Steinbach, which was quickly followed by applications for Winkler, Estevan, Moose Jaw, Kindersley, High River/Okotoks, Portage la Prairie, and Weyburn.

In every location, the new FM station complimented the AM operation by offering a totally different musical format, thus attracting a whole new audience. Generally the studio facilities were large enough to house the new station, and as a result, Golden West could launch these new FMs at a reasonable capital cost.

Once the main objective of FM service across the prairies was accomplished, we then applied for a 2nd FM licence in Swift Current, Moose Jaw, and High River/Okotoks. All three were approved.

**CFAM**

**Radio 950**

**50 years**  
1957 - 2007  
*Community Service Radio*

**LOCAL**  
News...  
**LOCAL**  
Sports...  
**LOCAL**

# NEWS AND INFORMATION

One of Golden West's defining moments was when it was decided to hire only local staff...a decision that was made in 1965.

Another such moment occurred in the 90s where the decision was made to concentrate 100% on LOCAL NEWS at Golden West radio stations.

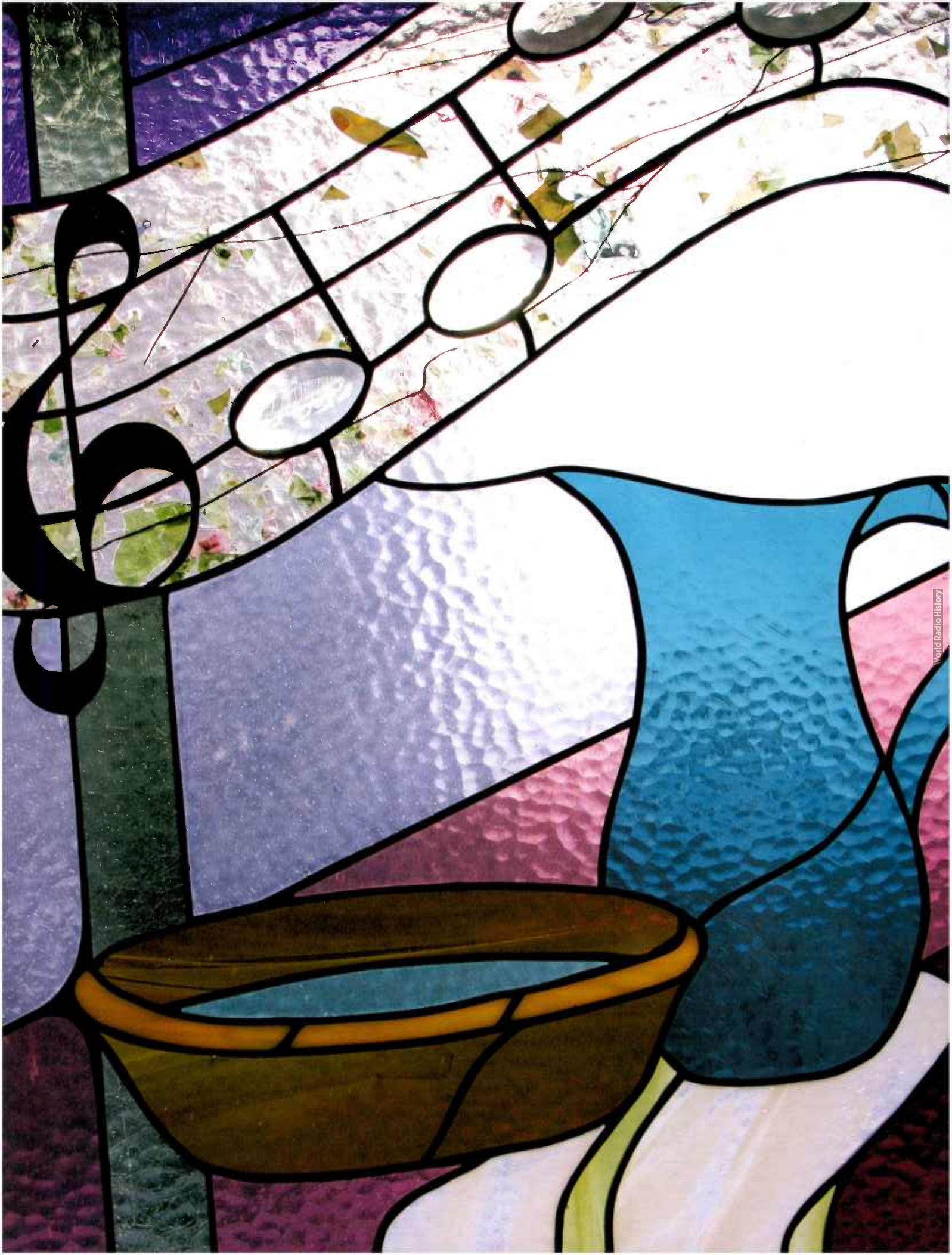
We determined that music was something that was available in many forms; on the radio, by way of CDs, tapes, cable, and later satellite. However, we could set ourselves apart from other media by focusing all of the news gathering budgets on developing LOCAL NEWS.

From that point on, all of our news people were charged with the responsibility of spending 100% of their time on digging for and developing local news stories.

The wire services were put on the shelf and while broadcasters across the country downsized their newsrooms, Golden West ramped up the news gathering activities dramatically, by adding people to its newsrooms.

This has enabled our stations to be local news leaders in every community we operate. This gives us a leading edge and further cements the relationship with loyal listeners.





# INSPIRATIONAL PROGRAMMING

From the very beginning, church life has been very much a part of CFAM core programming.

Time has been provided for inspirational programs Monday through Friday as well as on Sundays.

A daily Hymn program airs from 3:00-4:00 pm; a Country Gospel program airs 4:45-5:00 pm, and every Saturday night Harold Giesbrecht hosts a two hour Southern Gospel program.

Reports about Church activities are a regular part of CFAM program and news schedules.

Sundays have been commercial free for 50 years, as have Good Friday and Christmas Day.

Live Church Broadcasts are a Sunday morning feature on many of Golden West's radio stations.

Family values are at the core of our everyday programming, and we strive to keep all of our programming in good taste.

Back to the Bible and Theodore Epp started broadcasting on CFAM in 1957 and are now also marking their 50th year of association with our company. Today the voice of Back to the Bible is Bible teacher Woodrow Kroll.

Focus on the Family with James Dobson, Insight for Living with Chuck Swindoll, In Touch with Charles Stanley are but some of the programs now heard on CFAM as well as other Golden West stations.

Many local inspirational programs are scheduled as well.

# INTERNET – ONLINE

Early in the new millennium, and shortly after the dot.com bubble burst across North America, a meeting was convened by Golden West to explore how we might take advantage of the emerging opportunities which the internet offered.

Senior company managers spent a Saturday in a “blue sky” session, mainly dreaming and asking “what if”. Also invited to the session were two high school students who could ask more probing questions.

It was decided early on that we did not want to “give away” our signal to internet providers. We knew we had something valuable, even if we did not quite know how to set a dollar value on their product and ideas. Under the direction of Lyndon Friesen, it was decided to start operating a community portal...Steinbachonline.com.

We used the news and information we already had compiled and post it to this online site. We added current weather information and rolling forecasts, along with want ads, job opportunities, and many other community events and activities.

We hired sales people to sell tiles, banners and towers to businesses who wanted to be visible on the internet and on our community portal.

From a small beginning, the portal in Steinbach has grown to one of the most active websites in Manitoba. Similar portals have been established in the Pembina Valley, Portage la Prairie, Moose Jaw, Swift Current and High River, and many more are in the planning stages.

This part of our business has really grown this past year and more is expected. With all the fast-paced changes in technology, it's an exciting time for the internet.

Online revenue increases significantly every year and the potential growth for the future is great.

Considerable efforts were taken this year to take this business ‘in-house’ rather than lease. Golden West now ‘owns’ the backbone of its community portals and is no longer vulnerable to the successes or failures of outside providers.



In October, an Online Media leader was hired to help us take this business - and the product itself - to the next level.

Currently, we operate 6 community portals and the Manitoba Christian Online is set to launch in early December. Golden West hopes to have internet portal access made available to ALL of their communities!

High ratings and measurable activity from our online audience continues to grow at an incredible rate! Over the past year, the 6 portals combined had an average of 412,097 users a month. This number continues to grow steadily, with 773,200 users in October. It's clear our audience is embracing this new technology.



[Bookmark Page](#)



Home | News Central | Local Events | Features | My Community | Radio | Contests | Contact Us

Google search... search...

**Garbage Day**

01.23.2007(Tue) - Garbage Day  
4

01.24.2007(Wed) - Garbage Day  
5

**-14C**

Current Temperature

Pressure: 102.0  
Humidity: 91%  
Wind Speed: 2Km/hr  
Direction: SE  
Wind Chill: -14 C

5 day forecast  
Click Here

Century 21 Gold Key Realty  
CENTUM Best Service

OPINION POLL  
STEINBACH  
DODGE CHRYSLER JEEP

**Local News**

**New Steinbach Subdivision Clears Hurdle**  
A large new housing development in Steinbach is one step closer to reality.  
[Read more...](#)

**Junior A Hockey For Steinbach?**  
A Manitoba Junior Hockey League team could be coming to Steinbach.  
[Read more...](#)

**Blumenort Businessman Honoured**  
The president of K-K Penner and Sons of Blumenort has been recognized for his high standard of personal ethics.  
[Read more...](#)

**Local Sports**

**Habs Win**  
La Broquerie Ties Provincial Series  
[Read more...](#)

Prudential  
Brian Chornoboy  
Kathy Wiebe

STEINBACH CREDIT UNION  
FAIRWAY  
create a reaction  
HOLIDAY TRAVEL  
Europe

**Wedding Gallery 2007**

**Local Business Guide**

- AGRICULTURE (51)
- AUTOMOTIVE (50)
- EDUCATION (44)
- ENTERTAINMENT (33)
- FINANCIAL (40)
- HEALTH & BEAUTY (73)
- HOUSE & HOME (134)
- INDUSTRIAL (26)
- ORGANIZATIONS (81)
- REAL ESTATE (27)
- RESTAURANTS (40)
- SERVICES (50)
- SHOPPING (74)
- TRAVEL & TOURISM (14)

# OUR COMMITMENT

From a small 1,000 watt AM station in 1957, our organization has been able to grow slowly but surely.

The fifty years have gone by quickly and as we mark our 50th Anniversary, we can see that there are tremendous opportunities ahead.

As Golden West marks the 50th Anniversary, we have recently received approval to purchase and upgrade an FM station in Lethbridge, Alberta and have a pending application for Medicine Hat, Alberta and Chilliwack B.C..

Golden West plans are to continue an aggressive process of further FM applications for areas that, in our opinion, are under served.

Communities welcome the Golden West type of programming and community service and our goal is to continue this expansion plan years into the future.

The strength of the organization is rooted in loyal and dedicated employees who use their imagination and energy to keep moving the company forward.

Our commitment to the Community extends far beyond what we do "on-air" each day. Our employees are involved with a host of volunteer organizations across the prairies. This really makes us an integral part of every community we serve.

Golden West has received many awards and citations for its service over the years, all which are a credit and recognition for everyone working for the organization.

In 2005 and 2006, Golden West was recognized by Deloitte, The National Post, CIBC and Queens University as one of Canada's 50 Best Managed Companies.

At the end of the day, we are limited only by our imagination and there is much excitement as we enter our second 50 years of service...service that has a simple creed:

"To provide the best possible service to our listeners...to our advertisers...and to provide challenging and rewarding opportunities for our staff, and to do all of this at a profit, so we can continue to grow."

# CFAM MANAGERS

1957 A. J. Thiessen

1958 D.K. Friesen

1959 Dennis Barkman

1965 Elmer Hildebrand

1983 David Wiebe

2002 Angela Enns







Community Service  
Small Market

Radio

2004

Angel Hair for Kids

The Eagle 93.5 FM  
(CJEL-FM)

Winkler



Gold Ribbon

# Awards



- 2007 Winkler Chamber of Commerce P.W. Enns Business Community Service Award
- 2006 Requalified as one of Canada's 50 Best Managed Companies
- 2005 One of Canada's 50 Best Managed Companies
- 2003 Pioneer Award – Broadcaster Association of Manitoba
- 2002 Honorary Life Member – Western Association of Broadcasters
- 1997 Canadian Association of Broadcasters Hall of Fame
- 1995 The Advertising Association of Winnipeg's prestigious Director's Award for significant contributions to Manitoba's Advertising Industry.
- 1994 "Broadcaster of the Decade" – Western Association of Broadcasters Convention
- 1992 The Canada 125th Commemorative Medal in recognition of his significant contribution to Canada – in Community Service
- 1991 The individual Gold Ribbon of broadcasting excellence for ongoing service to the Community and the Broadcast Industry in Canada – at the Canadian Association of Broadcasters Convention.
- 1989 The Western Association of Broadcasters "Broadcaster of the Year" Award in 1978 and again in 1989  
  
Altona's "Citizen of the Year" – presented by Altona & District Chamber of Commerce
- 1983 Honor Citation from National Religious Broadcasters
- 1978 "Man of the Month" – Trade and Commerce Magazine

# MAY 2005 – OWNERSHIP

The shareholder group of Southern Manitoba Broadcasting Co. Ltd. has varied widely over the years. In the early years there were approximately 30 shareholders, which later grew to 55 in total.

I started buying shares in the Company in October of 1958 and continued to do so over the years, until all of the original shareholders were bought out.

In early 2005, we marked the occasion when all Company Shares were held by our family and senior staff employed by the Company.

This was a long-term goal of mine and a celebratory dinner to mark the occasion was held in May of 2005.

Elmer Hildebrand

2005 Shareholder group:  
Standing left to right: Laverne Siemens, Sanford Hildebrand, Al Friesen, Bill Hildebrand, Elmer Hildebrand, Lyndon Friesen, Hilda Hildebrand, David Wiebe, Robin Hildebrand, Ken Wiebe, Richard Kroeker, Menno Friesen.  
Seated left to right: Wendy Friesen, Angela Enns.





# BOARD of DIRECTORS

(Individuals that have served as Corporate Directors)

1956 – 2007

A.J. Thiessen

D. K. Friesen

Peter Brown

Jake Hooge

Dave Bueckert

D.A. Fehr

David Schulz

J.M. Froese

Walter Kroeker

C.C. Neufeld

Peter Kroeker

George Fast

IPF Friesen

Bernhard Froese

John Goossen

Art Rempel

D. Leonard Wiebe

Bettie Louise Goossen

Leonard Siemens

Ed J. Friesen

C.P. "Cornie" Loewen

Milton Penner

Doug Brown

Paul Loewen

Phillip Ens

Elmer Hildebrand

Lyndon Friesen

Hilda Hildebrand

Robin Hildebrand

Sanford Hildebrand





Lyndon Friesen with  
Elmer Hildebrand.

Elmer started his broadcasting career with Golden West Broadcasting in March of 1957. He became General Manager in 1965 and under his leadership, the Company has grown from two AM stations in Altona and Steinbach, to a chain of 24 AM & FM radio stations across the prairies.

Throughout this time, Elmer has served on the board of almost every broadcast related industry in the Country, to the point where now he is respectfully referred to as "Senator" in most broadcast circles.

Elmer was one of the original organizers of the Broadcaster Association of Manitoba. He is a past president of the Western Association of Broadcasters and two-time winner of the Broadcaster of the Year Award, recipient of the Manitoba Broadcast Pioneer Award, and has a Honorary Life Membership with the Western Association of Broadcasters. Elmer is past Chair of the Canadian Association of Broadcasters and a member of the CAB Hall of Fame.

Currently Elmer is a director of the Radio Marketing Bureau, Bureau of Broadcast Measurement, Canadian Women in Radio and Television, Triple E Canada Ltd., Manitoba Blue Cross. He is President of Altona Mall Developments, Elmer Hildebrand Ltd., and Elmer Hildebrand Communications Inc., a company that operates three radio stations in Saskatoon.

Golden West Broadcasting & Elmer Hildebrand were selected as one of Canada's 50 Best Managed Companies in 2005.

At the local level Elmer has been a strong supporter of communities across Southern Manitoba and especially so in his hometown of Altona. Elmer was the driving force in building the first shopping mall in Southern Manitoba. He is also involved with housing developments and the economic development and establishment of the Industrial Park in Altona, as well as fund-raising for the new Millennium Recreation Complex.

Reprinted with permission from *Manitoba Profiles in Business Excellence*, published by the *Winnipeg Sun*.





# THANK YOU

As I reflect on the events described in this booklet and see the kind of progress that has been made by our organization I am humbled by the many people who have helped in one way or another in this journey of fifty years.

First of all, I want to give special thanks to Hilda, my wife and friend, who cheers me along the way and to Robin and Sandy who do the same.

Thanks also to Delores "DD" Smith, my Executive Assistant. DD's efforts were invaluable in producing this booklet.

Special thanks also go to Lyndon Friesen, my friend and colleague for 30 years – for his enthusiastic help and leadership.

A big thank you to the entire management Team as well as all of the employees – past and present – who have had a part in making CFAM and Golden West what it is today.

A special thank you to all the Golden West Station Managers: Richard Kroeker in Steinbach and Manitoba, Deborah Gauger in Swift Current and Saskatchewan, Angela Enns, Altona, Bill Hildebrand, Winkler, Warren Neufeld, Portage la Prairie, Wade Kehler, Winnipeg, Mark Henderson, Estevan, Can Birnie, Weyburn, Darryl Pisio, Moose Jaw, Barb Bell, Rosetown/Kindersley, Jeff Young, High River/Okotoks, and Keith Leask, Lethbridge, and to Wendy Friesen and Cindy Hildebrand at our Head Office.

In Southern Manitoba, there have been many friends and mentors along the way – too numerous to mention. Some, however, need special mention:

Phil & Ilse Ens, David & Evelyn Friesen, Paul & Mary Loewen, Doug & Arlene Brown, Milton Penner, Albert & Elma Jahnke, Frank Friesen, Don Braun, and the entire Altona Maroons organization.

In the Industry, I've had the pleasure of knowing many broadcasters from coast to coast and have friends across the industry, both in Canada and the United States.

Individuals who deserve special mention as having been great mentors and supporters of mine are: Red Hughes, Don Brinton, Terry Coles, Peter Liba, Elaine Ali, Michael McCabe, Gordon Rawlinson, Tony Viner, Gary Miles, Ted Rogers, Randy Moffat, Tina van Dusen, and Patrick Grierson.



# EMPLOYEES SINCE 1957

Ron Alderson  
Grant Anderson  
Hans Andriessen  
Connie Bailey  
Dennis Barkman  
Kathy Barkman  
Kenneth Barr  
Lisa Bartel  
Megan Batchelor  
Penny Batchelor  
Holly Bausman  
Tara Bell  
Lori Bergen  
Lonnie Bergen  
Darlene Bergman  
Amanda Bird  
Jeff Blatz  
Dorothee Boiteau  
Courtney Borgford  
Henry Boschman  
Don Bousquet  
Nathan Braesell  
Abe Braun  
Shirley Braun  
Mel Braun  
Daryl Braun  
Rhona Braun  
Dwight Braun  
Samantha Braun  
Bonnie Bridge  
Vern Brooks  
Dann Brown  
Colleen Bueckert  
Eva Bueckert Heide  
Peter Buhler  
Lorna Buhr  
Pat Buhr  
Peter Buhr  
Connie Buhr

Charmaine Caners  
Jennifer Cassils  
Audrey Chapman  
Judy Cheyne  
Harry Claassen  
Bob Clydesdale  
Lynn Clydesdale  
Nancy Copeland  
Myron Cornelson  
Barb denHaan  
Gordon Denison  
Reg Derksen  
Ray Derksen  
Meagan Dick  
Mitchell Dick  
Christina Doell  
Anita Doerksen  
Clayton Dreger  
Ryan Dreger  
Melanie Driedger  
Elexis Driedger Penner  
David Drummond  
Gladys Dueck  
Corinne Dueck  
Maria Dueck  
Mona Dueck  
Ang Dueck  
Mark Dueck  
Arlin Dueck  
Scott Duncan  
Linda Dyck  
Kelvin Dyck  
Cameron Dyck  
Edward Dyck  
Howard Dyck  
Helen Dyck  
Nettie Dyck  
Dennis Dyck  
Henry Dyck

Ted Dyck  
Lorna Dyck  
Bev Dyck  
Myron Dyck  
Rachel Dyck  
Nina Edbom/Kehler  
Kristie Edel  
Karen Eiler  
Tara Elias  
Jake Elias  
Len Enns  
Janet Enns  
Michelle Enns  
Delores Enns  
Myrla Enns Friesen  
Johanna Ens  
Al Esau  
Catherine Evenson  
Carole Falk  
Jared Falk  
Barb Falk  
Marty Falk  
Kathy Fast  
Tim Fast  
Ed Fast  
Annie Fehr  
Corey Fehr  
Melanie Fehr  
Steve Fehr  
Ike Fehr  
Karla Fisher  
Earl Fowke  
Carol Friesen  
D.K. Friesen  
Linda Friesen  
Justin Friesen  
Becky Friesen  
Kristie Friesen  
Matt Friesen



Norman Friesen  
Eric Friesen  
Glenn Friesen  
Verna Friesen  
Al Friesen  
Margaret Friesen  
Menno Friesen  
Kathy Friesen  
Sonya Friesen  
Jeanette Friesen  
Dana Friesen  
Kevin Friesen  
Wendy Friesen  
Corey Friesen  
Katherine Friesen  
Melanie Friesen  
Terri Friesen  
Justin Friesen  
Christa Friesen  
Tina Friesen  
Connie Friesen  
Darrell Friesen  
Dennis Friesen  
Dianne Friesen/Dueck  
Tim Fry  
Jason Funk  
Carissa Funk  
Elsie Funk  
Doug Funk  
Dave Funk  
Bernie Funk  
Brendan Funk  
Kari Funk Giesbrecht  
Ray Funk  
Carissa Funk  
Gavin Gardner  
Leona Gerbrandt  
Corinna Gerbrandt  
Ed Giesbrecht

Harold Giesbrecht  
Adelaide Giesbrecht  
Larry Giesbrecht  
Abe Giesbrecht  
Cheryl Giesbrecht  
Carolyn Giesbrecht Heppner  
Kari Ann Giesbrecht  
Erin Ginter  
Ryan Ginter  
Jack Goertzen  
Betty Goertzen/Froese  
Ruth Goertzen/Lumgair  
Renee Gowing  
Shelley Graham  
Ronald James Grieder  
Bill Grogan  
Bruce Gunn  
Reuben Hamm  
Herb Hamm  
Sylvia Hamm  
Andrea Harms  
Ashley Harms  
Judith Heide  
Tery Heide  
Marilyn Heide  
Cleo Heinrichs  
Janice Heinrichs  
Marj Heinrichs  
Dan Heinrichs  
Katie Heinrichs  
John Heinrichs  
George Hellman  
Kelvin Heppner  
Larry Heppner  
Derek Heppner  
Joan Heppner  
Carleen Hicks  
Paul Hiebert  
Kim Hiebert

Amanda Hiebert Wiens  
Sheri Hildebrand  
Jessie Hildebrand  
Elmer Hildebrand  
Lois Hildebrand  
Robin Hildebrand  
Curt Hildebrand  
Bill Hildebrand  
Carla Hildebrand  
Jody Hildebrand  
Kim Hildebrand  
Sanford Hildebrand  
Debbie Hildebrand  
Cindy Hildebrand  
Amanda Hildebrand  
Janina Hildebrand Elias  
Leah Hildebrand Klassen  
Jack Hoepfner  
Grant Hoepfner  
Colleen Hoepfner  
Marilyn Hoepfner  
Esther Horch  
Ben Horch  
Karen Horobec Zuke  
Dianna Howe  
Sharon Hruda  
Ron James  
Jennifer James  
Darrel Janz  
Julie Janzen  
Valerie Johnson  
Larry Johnstone  
Tammy Jones  
Bill Jordan  
Theodore Juras  
Bill Kehler  
Anita Kehler  
George Kehler  
Lawrence Kehler

Donna Kehler	Craig Krastel	Jeff Neufeld
Debra Kehler	Dave Kroeker	Jodi Neufeld
Conley Kehler	Harv Kroeker	Kathy Neufeld
Bud Kehler	Anne Krueger	Waldo Neufeld
Betty Kehler, student	Jolene L'Esperence	Warren Neufeld
Bill King	Reynold Labun	Mark Neustaedter
Richard Klassen	Terry LaFerriere	Robb Nickel
Tarrie Klassen	Ron Lancaster	Jackie Nickel
Carinna Klassen	Brent Laverty	Lorraine Nickel
Sara Klassen	Arnie Lehn	Cory Noel
Neil Klassen	Crystal Letkeman	Dr. Peter J. Olson
Dorothy Klassen	Walter Lindenbach	Laverne Pappel
Ken Klassen	Stan Loepky	Nancy Pappel Friesen
Peter Klassen	Don Loewen	Jason Parent
Richard Klassen	Caroline Loewen	Reg Parker
Rick Klassen	Lonnie Loewen	Bob Paschke
Brenda Klassen Derksen	Kareena Loewen	Blaine Patterson
Gary Klassen	Bart Lohr	John Pauls
Debbie Klassen	Valerie Mace	Kari Ann Pawich
Alvina Klassen	Kevin Mackey	Marge Penner
Gordon Klassen	Michael Mann	Phyllis Penner
Les Klassen	Ron Martens	Chris Penner
Pamela Klassen	Ginn Martens	Olly Penner
Clint Klassen	Keith Martens	Dean Penner
Lori Klassen	Ron Martens	Rick Penner
Grant Klassen	Marilyn Martens Striemer	Kara Penner
Ang Klassen Enns	Eleanor McArthur	Tannis Penner
Val Klassen Giesbrecht	Chris McConnell	Diedrich Penner
Ruth Klassen Friesen	Randy McLaren	Tomm Penner
Glenda Klassen Hildebrand	Jim McSweeney	Jason Penner
Les Kletke	Fred Miles	Peter Penner
Amanda Kletke	Sean Miller	Sheryl Penner Dunn
Mike Klippenstein	Gary Moir	Jake Peters
Debra Klippenstein	Lionel Moore	Marie Peters
Terry Klippenstein	Nigel Moore	James Peters
Debbie Klippenstein Fehr	Shawn Muth	Pete Peters
Nathan Knight	Jim Neaves	Garry Pohl
Caroline Krahn	Eleanor Neudorf	Sandy Pott
Melanie Krahn	Donna Neufeld	Violet Pries Klassen

Keith Putt	Sherry Seibel	Sherry Voth
Tony Pydee	Heidi Shore	Kerensa Voth
Brad Quiring	Dennis Siemens	Brenda Voth
John Radley	Harry Siemens	Chris Voth
Lori Regehr	Ed Siemens	Daphne Voth
Adam Reid	Laverne Siemens	Travis Wahl
Anne Reimer	Deb Siemens	Anne Wall
Earl Reimer	Henry Siemens	Jennifer Wall
Doug Reimer	Asunta Siemens	John Wall
Doug Rempel	Dustin Siemens	Charlene Wall
Rosella Rempel	John Simpson	Matt Wall
Gerry Rempel	Don Skinner	Eva Wall
George Rieger	Delores (DD) Smith	David Wiebe
Will (Bill) Riter	Eric St-Onge	Larry Wiebe
Mark Rodewald	Chris Sumner	Anne Wiebe
Ryan Salter	Morley Sundell	Ken Wiebe
Ray Saunders	Bev Swanson	Marilyn Wiebe
Vic Sawatzky	Don Taylor	Shirley Wiebe
Abe Sawatzky	Rosalie Tennison	Jeanette Wiebe
Ruth Sawatzky	Henry Thiessen	Sharon Wiebe
Mark Sawatzky	Grant Thiessen	Jennifer Wiebe
David Sawatzky	Bonnie Thiessen	Shauna Wiebe
Henry Sawatzky	Brian Thiessen	Chris Wiebe
Jeremy Sawatzky	Laurie Thiessen Sawatzky	Tom Wiebe
Emi Sawatzky	Terry Thompson	Dana Wiebe
Jake Schellenberg	Jonathan Tiessen	Lorne Wiebe
Agatha Schellenberg	Jamie Toews	Allison Wiebe
Tim Schellenberg	Sandra Toews	Gladys Wiebe Klassen
Sam Schellenberg (David Jones)	Brenda Toews	Myrna Wiebe Loewen
Karen Schiewe	Stephanie Unger	John Wiens
Allan Schmidt	Sara Unger	Jim Williams
Michelle Schmidt	Ron Unger	Charmen Wilson
Anita Schroeder	Cornie Unger	Howard Wood
Carla Schroeder	Jocelyn Unrau	Lou Woodrow
Candice Schroeder Letkeman	Allan Unrau	Christie Young
Reuben Schulz	Greg Unrau	Michelle Zacharias
Carol Schulz	Carrie Unrau	Joan Zacharias
Samantha Schwartz	Audrey Unrau Leckie	Susie Zacharias
Reine Schwartz	Neil van Woensel	Ron Zuke

We think this is a fairly accurate list. Our apologies to any names that may have been missed.





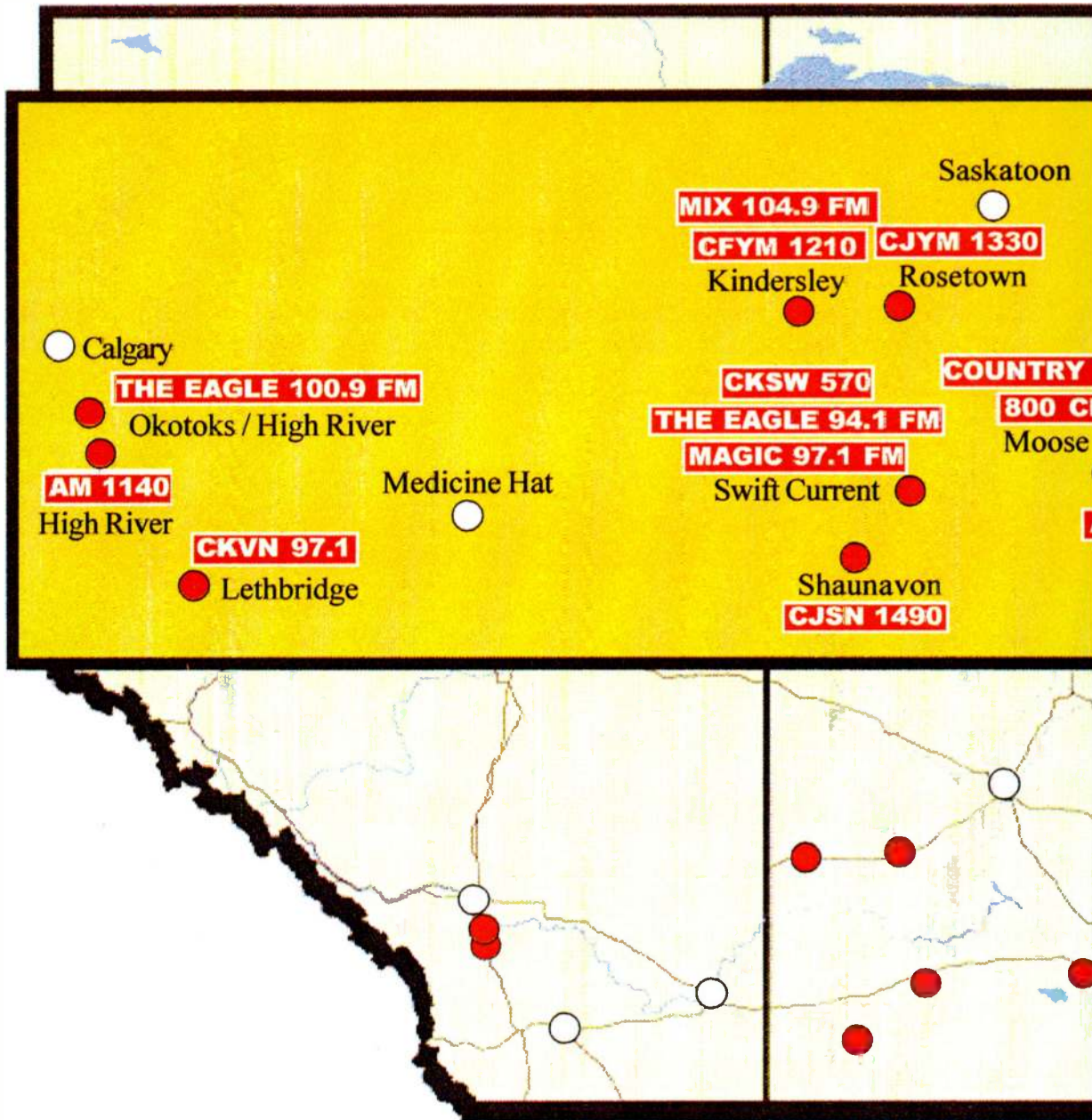




**GOLDENWEST  
PLAZA**

**CFAM**  
*Radio 950*





**CFAM**  
Radio 950

**AM 1250**  
RADIO

**CJRB**  
Radio 1220

**CHYM 95.1 FM**  
Today's Christian Music

**CKSW 570**  
Radio  
Local News, Local Weather, Local Sports

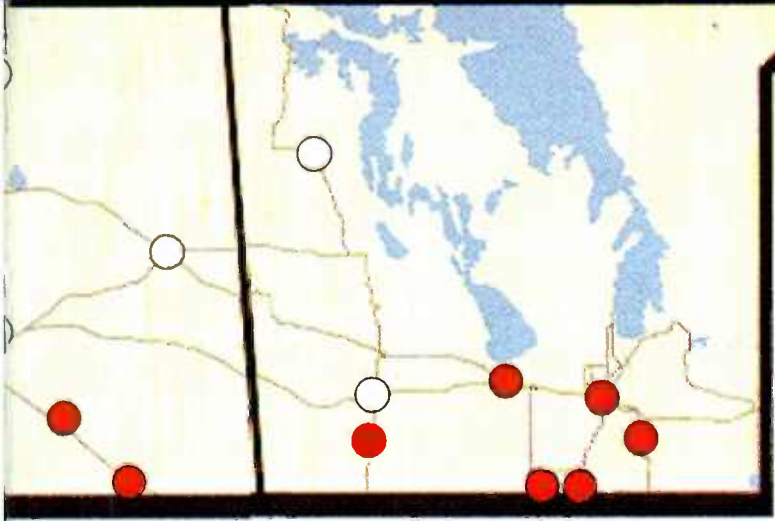
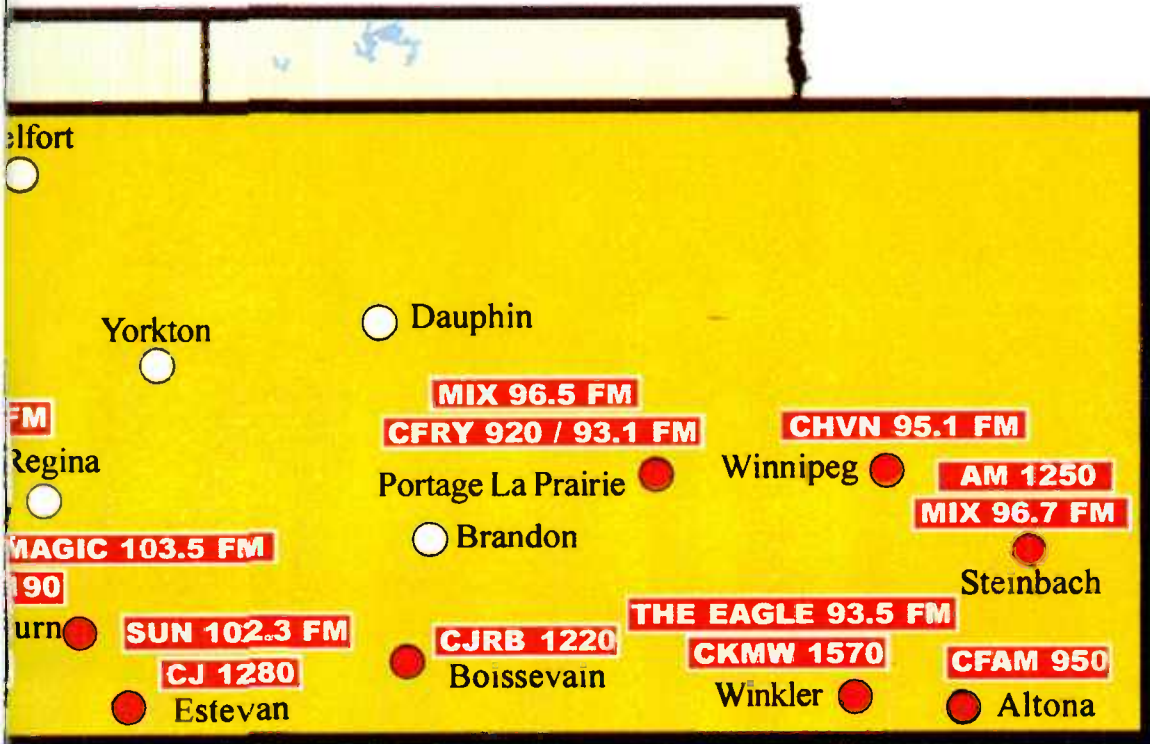
**CJSN 1490**  
Radio  
Local News, Local Weather, Local Sports

**CJ 1280**  
RADIO

**SUN**  
102.3 FM

**1330 CJYM**  
Classic Hits  
**CFYM 1210**





**CKMW**  
Radio 1570

**MIX 96.7**  
BEST MUSIC BEST VARIETY

The **EAGLE**  
93.5 FM

**CFRY**  
920 AM 93.1 FM

**MIX 96.5**  
ALL THE TIME ALL THE TIME

The **EAGLE**  
94.1 FM

**Magic 97.1**

800 **CHAB**  
Greatest Hits of All Time

**Country 100**  
100.7 FM

**AM 1190**  
RADIO

**MIX 104.9**  
BEST MUSIC BEST VARIETY

**AM 1140**  
RADIO

The **EAGLE**  
100.9 FM

**Magic 103.5**

**ckyn 98.1 FM**  
Today's Christian Music











# **CFAM**

*Radio 950*

