

Information Radio

Radio for people on the move!

Information Radio - is an information-based radio service designed for Canada's expanding mobile market. We have established several successful low power FM radio stations in Canada, each broadcasting a 10 minute loop of safety and timely community information for travelers and residents. The stations are like no others, offering people on the move 24-hour a day access to reliable information.



Ottawa On

WE REACH TOURISTS AND COMMUTERS!

We reach thousands of residents and commuters every day, plus thousands of tourists tuning after seeing our strategically placed road signs, like this one in Ottawa

According to Ontario Tourism, the province welcomed about 118 million visitors in 2004. 95 million were from Canada, 21 million from the US and 92% of traveled by car. This translates into a huge tourist audience beyond our regular listeners.

Information Radio

Information Radio is Fast 'Infotainment'

Information Radio is the first and last word in weather, traffic, emergency, and event information.

Our research says the many people who listen like what they hear because our fast-paced 10-minute package is full of information they 'need to know' or 'want to know'.

The information is current and reliable, much of it direct from public agencies that want to advise people of hazards or events that may influence their travel or entertainment plans.

FM Foreground Radio

People tune in because they want to hear the information we provide. So, it's never in the background.

The 10-minute program loop includes:

- Environment Canada's current 2 and 5-day weather forecasts
- Reports of highway or local road construction activity
- Descriptions of city attractions, services and historic sites
- Daily reports of local events
- Updated Bank of Canada and stock exchange reports
- Border crossing wait times
- Directions to hotels, restaurants, service stations and other establishments of interest to tourists
- A smile or two

INTELLIGENT TRANSPORTATION

Because we provide ITS data (Intelligent Transportation Systems) - current weather forecasts as well as road and tourism information for travelers, we have earned the support of the Transportation Ministries in Ontario, Nova Scotia, New Brunswick and Prince Edward Island. They've agreed to manufacture, install and maintain signs bearing our frequencies at strategic locations on limited access highways approaching cities where our services are located

WHO SUPPORTS US

- Environment Canada
- The National Capital Commission
- The City of Ottawa-Traffic Management Services
- Ottawa Tourism and Convention Authority
- Halifax Regional Municipality (several city departments)
- Halifax Regional Municipality Emergency Measures Organization
- The City of Moncton

- The City of Fredericton
- The City of St. Stephen
- Strait Crossing Bridge Limited (Confederation Bridge)
- Halifax Dartmouth Bridge Commission
- Halifax International Airport Authority
- Nova Scotia Department of Transportation and Public Works
- The New Brunswick Department of Transportation
- The Prince Edward Island Department of Transportation
- The New Brunswick Department of Tourism
- Central Nova Tourist Association



Ottawa ON

One of 20 Variable messaging signs operated by the City of Ottawa that refer to our station for emergency messaging.