

WHY CHOSE THOSE CALL LETTERS?

Call Letters have to be chosen from a list provided by Industry Canada, and the list is different for every market in the country. They eliminate from each list all options that sound remotely similar to any existing stations' call letters (including stations in the same and adjacent markets, as well as stations that formerly existed but are no longer broadcasting) so listeners can't get stations mixed up if they want to make a complaint to the CBSC.

So stations in some markets don't get much choice and can't pick ones that have any particular meaning.

E.g. When CJLY in Nelson got licensed around 2000, there were no choices that corresponded to anything relevant in terms of acronyms so we chose from the list the one that seemed easiest to say.

1 CHOOSING FROM A LIST

"CHLY...could it be anything else but Chili. Or Chilly. Either we are really hot or real cool. Works both ways. Don't think there was much debate about it once we had chosen the call letters... apparently we were allowed to choose from a list of available call signs"

"As far as I've been able to ascertain over the years, CFMH was just chosen from a list provided by the CRTC and doesn't stand for anything. It's partially why we re-branded a few years ago to Local FM."

"Originally we submitted to be called CFRG, because the 'RG' suggests Regina, obvz, but that didn't work so we figured that of the available options CJTR at least had an 'R' in it. In my opinion, CJTR sounds like a fun kid brother somehow. "Hey CJ! TR! The water balloons are ready!"

4 IT'S THE SCHOOL /TOWN

"CKDU is nothing that special. D-U stands for Dalhousie University. I believe the K refers to where we're located geographically, but we would joke around and say it would stand for King's in reference to University of King's College."

We've had a lot of fun making up things over the years for CHSR -- at times, just calling it "CHeeSeR" or "CHeeSieR" -- but I was able to find out the supposed origin story and verified it when I interviewed our founder a few years back. It supposedly stands for "College Hill Student Radio". The letters were actually in use at the time when we switched from AM to FM, but that station - a CBC affiliate, I believe -- gave them to us.

CJSF has had several call letter over the years. CKSF initially starting in 1966 (but without a licence, not officially). Later CSFU (again, not official) Sometime in the *80's when we got a carrier-current AM license we went with CJIV - C-JIVE!. It was hip and funky and marketable. Eventually, we switched to CJSF. I am not sure why the decision to dump CJIV. The SF stands for Simon Fraser.

7 HISTORICAL SIGNIFICANCE

I'm reliably advised that the "FR" in CFRU refers to Frank Ryan, a Canadian broadcasting innovator who, upon his death in 1964, left a significant amount of money to launch a radio station at the University of Guelph. The station's physical location is still called the Frank Ryan Studios, in his honour. My understanding is that Ryan also had some involvement in starting up CFRC.

There are some apocryphal stories about CFRC: Since we started in 1922, the same year that Queen's won the first of three consecutive Grey Cup championships (back in the day when university teams played for the cup), it was said that CFRC stood for "Canada's Famous Rugby Champions". In fact, the call letters were chosen arbitrarily by the Department of Marine and Fisheries, the "CF" assigned internationally to Canada and the rest meaning nothing in particular.

Being an Ojibwe language radio station, we were named "Gimaa" Radio by our founder the late Carl Beam, which means chief or leader in Ojibwe, so CHYF was the logical choice :)

7 FUNNY REASONS!

Our call letters – CFML – stand for “Canadian FM Learning”. That being said, for our students, they equate FML to meaning something completely different than what was originally intended!

CLICK was inspired by the Kick aspect of things, but many of the board members feel that it is too commercial sounding, so we often pronounce it as Sick, as one of the board is Spanish and loves his soft C's

CJSW doesn't stand for anything but sometimes we ask people who come to booths to make something up. The best one so far has been: College Jockeys Spinning Whatever

I asked one of the long running employee's he said we didn't get to choose it was assigned to us by the CRTC, though our Working name is 95.3 Creek FM and one of our splinters is Where even the Fox and the Wolf Drink from the Creek, a dig on two commercial stations out of Yorkton and Regina.

