



## LAKELAND MULTICULTURAL ASSOCIATION

### Building Culturally Diverse Communities

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#### International Culture Week

The objective of the initiative is to raise awareness about the different cultures that make up the beautiful mosaic of Canada. The focus will be on the majority population living in the Lakeland region which include Indigenous, Philippines, Ukraine, Lebanon, China and India. The events under this initiative would include 60 second radio commercials covering aspects about a particular country such as the history of immigration to Canada, influence on the Canadian culture, major events and festivals, famous landmarks depicting their culture in Canada, and more. A sample script has been provided by Stingray Radio for highlighting the Ukrainian culture. It is included in a separate document. The radio commercials are expected to run over six days from June 21-27 (no commercials for this program on June 22). Further details are shown below:

- Start date will be June 21. Other dates are June 23-27
- Four 60-sec commercials per day, top of the hour, first ad after the songs
- Feature six different cultures of history, tradition, and corresponding music for each culture to run as background for each commercial
- Daily Jock Talk on both stations (Boom 95.3 and Hot 101.3 FM)
- International Culture Week will be posted on all media pages of both radio stations
- Stingray Creative will write 6 separate commercials including all audio production – 24 commercials to run on Air, in total.
- Total Cost \$1050 per station x 2 = \$2100 + GST = \$2205.

In addition to the radio commercials, LMA will organize a 30-min Q & A podcast with local community members of various backgrounds including indigenous, ethnocultural, and other community leaders and influencers, to highlight personal stories (as applicable) of immigration, early years and their reflection on life in Canada. The podcast will feature music from their nativity interspersed with the Q&A session. By the way of the podcast, LMA will be taking programming and cultural diversity to the people instead of expecting people to attend events. A podcast will also allow people to access information at their own time and convenience. It is estimated that the project would need another \$500 to accomplish the podcast portion of the event.

Total event cost = Radio + Podcast = \$2205 + \$500 = \$2705.

More information on the regions to be covered in the podcast is included on the second page.

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### International Culture Week Podcast

#### Days and Regions chart

Good resource for traditional regional music: <https://folkcloud.com/folk-music/south-america>

Date/Day	Countries/Regions	Types of Music	Resource Links
06/21- National Indigenous Peoples Day in Canada	Ep 1: Indigenous Canada	Indigenous music from Canada	<p>Traditional Music: <a href="https://en.wikipedia.org/wiki/Indigenous_music_of_Canada">https://en.wikipedia.org/wiki/Indigenous_music_of_Canada</a> Collections of music here- may need to look for music based on information here. Not all are representative. Some could be used as it would save us on licensing fees (as long as used for <a href="#">non-commercial purposes</a>)- <a href="http://www.collectionscanada.gc.ca/aboriginal-music-song/index-e.html">http://www.collectionscanada.gc.ca/aboriginal-music-song/index-e.html</a></p> <p>Modern Interpretation <a href="https://indigenoustourism.ca/en/indigenous-music-musicians/">https://indigenoustourism.ca/en/indigenous-music-musicians/</a> LMA member has listened to music from <a href="#">Buffy Sainte-Marie</a>, <a href="#">Tanya Tagaq</a> and <a href="#">Northern Cree</a> mentioned in the article and they are all excellent modern interpretations of Indigenous music. <a href="#">Etsi Shon- Jerry Alfred</a> First Nations singer and storyteller Jerry Alfred helps to preserve First Nations language and traditions. Jerry is the Northern Tutchone (too-SHOWnee) "Keeper of the Songs." He lives in Pelly Crossing, a village in central Yukon, 300 kilometres north of Whitehorse. He was born in the nearby community of Mayo. Jerry managed to keep his Tutchone language despite many years spent in a residential school. Like his father before him, Jerry was named a Song Keeper at birth. A Song Keeper collects songs and sings them at potlatches and other First Nations ceremonial occasions. A self-taught guitarist, Jerry combines modern guitar techniques and the traditional music of his people. His 1994 recording, "Etsi Shon" (EET-seeshown) or "Grandfather Song" helps to keep his language and the spirit of his people alive.</p>
06/22- Monday	Episode 2A: North America except Mexico	Folk, Country Music, Blues, Jazz, Early Rock n Roll, R&B, Soul, Hip Hop	<p>Traditional/Roots emerged Music: Good rundown of artists and musical genres- <a href="https://en.wikipedia.org/wiki/Music_of_the_United_States">https://en.wikipedia.org/wiki/Music_of_the_United_States</a></p> <p>Modern Interpretations: Pop, Hip Hop, blended styles (as Bruno Mars)</p>



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	Episode 2B: Mexico, Central America and South America	Salsa, Samba, Merengue, Latin Jazz, Bachata	<p>Traditional Music: <a href="https://en.wikipedia.org/wiki/Music_of_Latin_America">https://en.wikipedia.org/wiki/Music_of_Latin_America</a>            Bolivian <a href="#">Andean Music</a> most closely linked to its native population            Tango, Cumbia, Bossa Nova, Mambo,</p> <p>Modern Interpretations: <a href="#">Nueva Cancion</a>, Salsa, <a href="#">Reggaeton</a>, <a href="#">Latin Ballads</a>            There are a lot of avenues LMA can take South American music.</p>
06/23- Tuesday	Episode 3A: Africa 1- West, Central, Southeast and South Africa (Uganda, Kenya, Rwanda, Burundi, Tanzania, Malawi, Mozambique, Zimbabwe, Madagascar, Seychelles, South Africa, Lesotho, Swaziland, Botswana, Namibia, Angola, Chad, CAR, Congo, Zambia, Senegal, Gambia, Guinea, Sierra Leone, Mali, Liberia, Niger, Burkina Faso, Cote d'Ivoire, Ghana, Togo, Benin, Nigeria, Cameroon, Gabon and Congo, etc)	Traditional African and Modern Interpretations	<p>Music genres of Africa (traditional and modern listed): <a href="http://www.african-music-safari.com/music-genres.html">http://www.african-music-safari.com/music-genres.html</a>            Afrobeat and <a href="#">Kwaito</a> are both lively and have heavy African influences</p>
	Episode 3B: North Africa, Horn of Africa and some Middle East Asia (Morocco, Algeria, Tunisia, Libya, Egypt, Iran, Iraq, Turkey, Azarbaijan, UAE, Somalia, Ethiopia, Sudan, Syria)	Traditionally Arabic music or heavy Muslim influences	<p>Traditional Music: <a href="https://en.wikipedia.org/wiki/Music_of_North_Africa">https://en.wikipedia.org/wiki/Music_of_North_Africa</a>            Algerian Rai and Egyptian Sufi dhikr have prominent African roots            Music of the Middle East: <a href="https://en.wikipedia.org/wiki/Middle_Eastern_music">https://en.wikipedia.org/wiki/Middle_Eastern_music</a></p> <p>Modern Music:</p>



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06/24	Episode 4A: W Europe (Iceland, Norway, Sweden, Austria, UK, Ireland, Germany, Poland, and others)	Classical Music, Celtic,	
	Episode 4B: Europe 2: Portugal, Spain, Italy, Greece		
06/25	Episode 5A: SE Asia (India, Sri Lanka, Bangladesh, Bhutan, Myanmar)		
	Episode 5B: Central Asia (China, Japan, Thailand, Koreas)		
06/26	Episode 6A: Russia and surrounding countries		
	Episode 6B: Australia/ New Zealand		
06/27- Multiculturalism Day	Episode 7: The world	Day of just different kinds of music- one long playlist....break only to describe music or songs	All the songs short listed but couldn't fit into the main program. At an average of 3 mins/song, will have about 10-12 songs for 30 mins.