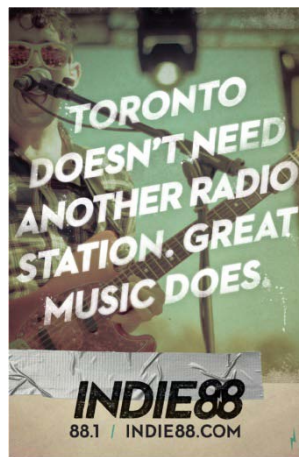


# INDIE88

88.1 FM ♦ INDIE88.COM

## ABOUT > INDIE88 MANIFESTO

I.  
We.  
Together, we're Indie.  
And we put music first  
The artists. The audience. The inspiration.  
The songwriting. The instruments.  
The album cover. The poster art.  
The live show. After show. Secret show. Tour t-shirt.  
Popular. Obscure. Signed. Unsigned.  
We believe indie comes in all shapes and sizes.  
We put the quest to uncover, discover and re-discover it first.  
Then we play it. Interview it. Debate-it. Stream-it.  
Socialize it. Chart it. Support it.  
Because music's what inspires us  
It's an expression of who we are  
A passion made greater through sharing  
A universal language that connects us all  
We're a platform. A melting pot. A collective.  
A home for everyone who believes music matters  
The station where 'I' becomes we  
That plays your favourite songs  
You just might not know them yet.  
Indie 88. Giving great music a home.



Raina Douris, Music Director  
@rahrahraina in the house!

**Indie needs a home. A place where independent people can share, discover, inspire, gather, become a collective. As Toronto's first Indie station, it's our mission to be that place. The station where 'I' becomes we.**

INDIE88

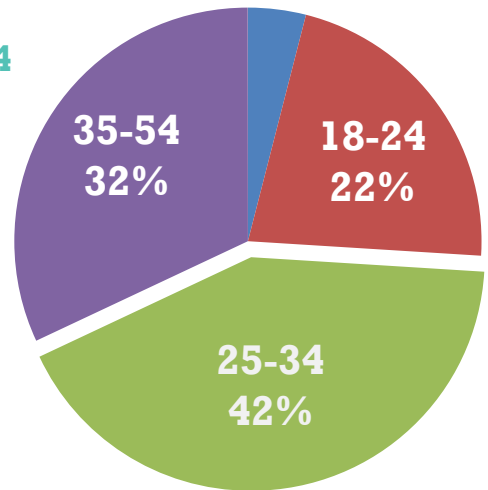
[www.indie88.com](http://www.indie88.com)

# SUPERFRIENDS

**Music loving Torontonians  
that discover music at home, at shows and online.**

First month on-air – Soft Launch 07/31/2013

INDIE88 Facebook Likes : 'Early Adopters'  
Balanced Male/Female ... **Core: Adults 25-34**



Daily reach vs. Toronto 12+ market %  
CBC Radio2 + 102.1 the Edge profile  
for reference. INDIE 88 is expected to  
attract **high income earners**:  
40% HH Income \$100K+ : Index 129  
BBM-PPM Spring 2013 2A-2A



**INDIE88**

[www.indie88.com](http://www.indie88.com)



# INDIE88

# CHOOSE THE MUSIC.



Special Guest Hosts play their favorites...

## LISTEN LIVE



**INDIE88**  
GIVING GREAT MUSIC A HOME

**CAKE**  
NOW PLAYING  
Artist: Cake  
Title: Let Me Go

**Activity Feed : 'Collective'**

- User\_smlj: Send a message
- User\_smlj: what song was played last night aug 23 at around 8:35pm?? the "further back" only goes back 1 day :(
- Hester NicEilidh: Bowie is just beyond cool. Any era.
- User\_hghlo: Hester: thanks for the link, it's an old favourite. And "Johnny" in this song was referenced years later in "I'm Afraid of Americans".
- Tessellate Tokyo Police Club



### LISTEN NOW!

#### Playlist

- July Talk – Paper Girl
- Suuns – 2020
- Divine Fits – For Your Heart
- Constantines – Insectivora
- Spoon – Who Makes Your Money
- French Kicks – Abandon
- Eamon McGrath – Pain of Love
- Born Ruffians – Dancing On the Edge of Our Graves
- Talking Heads – This Must Be the Place (Naive Melody)
- Dinosaur Bones – Spin in Circles
- The Darcys – The River
- The Replacements – Left of the Dial
- July Talk – Guns & Ammunition


### Activity Feed : 'Collective'

### FRIDAY'S VIDEO PICS



### 'In Studio' Guests: Paper Lions



 **M0stly\_H4rmless**  
@Indie88Toronto The moment you played John K Samson was the moment I knew you were the only radio station for me  
15 minutes ago via twitter

# INDIE88

[salesradioplus@bellmedia.ca](mailto:salesradioplus@bellmedia.ca)

[www.indie88.com](http://www.indie88.com)