

NOTICE OF MOTION

Supporting a Heritage Plaque for CHUM Radio:

Moved by: Councillor Matlow

Seconded by: Councillor

SUMMARY:

In Toronto, teens and their hip parents all listened to CHUM radio. Interspersed with its influential Top Fifty music chart were outrageous promotions, contests, and the larger-than-life personalities of its DJs.

The station was original, audacious, and irreverent. Amid CHUM's hipness were serious broadcasters like Harvey Kirck, who later became the national news anchor at CTV; Monty Hall, who rose to fame as host of the U.S. program Let's Make a Deal; Larry Mann, who became a Hollywood actor; and Jeanne Becker, who went on to MuchMusic and Fashion Television. Both CHUM-AM and CHUM-FM made a huge impact on Toronto.

CHUM-AM switched to a rock 'n' roll format on May 27, 1957. Elvis Presley's "All Shook Up" was the first song played. CHUM pioneered rock broadcasting in Toronto, hosting many noteworthy concerts including, among others, visits to Maple Leaf Gardens by Elvis Presley (1957) and the Beatles (1964, 1965, and 1966). CHUM-FM switched to rock in 1968. Rick Moranis was one of its popular DJs.

Any musician of note passing through Toronto—from Elvis and Buddy Holly to Paul Anka and Gordon Lightfoot—made sure that a stopover at CHUM was part of the itinerary. CHUM is recognized by the Rock & Roll Hall of Fame as a significant station in music history.

CHUM was based at 1331 Yonge Street. The plaque will be installed near the intersection of Yonge Street and Jackes Avenue.

This motion seeks authorization to amend the 2026 Operating Budget of Heritage Toronto to fund the creation and installation of a plaque commemorating the history of CHUM radio in Toronto. Heritage Toronto had estimated the entire project to cost \$10,000.

RECOMMENDATIONS:

1. City Council increase the Council Approved 2026 Operating Budget for Heritage Toronto on a one-time basis by \$10,000.00 gross, \$0 net, fully funded by Section 37 community benefits obtained from the development at 1331 Yonge Street,

secured for streetscape improvements on the east side of Yonge Street (Source Account: XR3026-3700852), for the production and installation of a plaque to commemorate the history of CHUM radio in Toronto. (Cost Centre: HG0001).