



First Alberta Campus Radio Association Annual General Meeting - August 31 2017

Station Manager / Executive Director's Annual Report

For the period May 1, 2016 thru April 30, 2017

(Prepared by Melanie Zaitsoff with contributions from Chad Brunet, Chris Chang-Yen Phillips and Joe Hartfeil)

This year has been all about setting the path for the future - and our future looks bright. By completing Strategic Planning work with our Community Development Unit facilitator and integrating it into our budget and strategic operating goals the organization has honed its values and refined the strategic areas of focus for the next 5 years.

We have continued to be successful in maintaining ~\$25K level of grant funding to supplement our traditional revenue streams and have focused on building capacity in a number of areas in the organization while planning for major infrastructure improvements.

Values

- Providing captivating programming that enriches the lives of people we engage
- We are a hyperlocal community centric station that reflects our diverse population
- Provide a safe, inclusive and fun learning environment
- Radical radio and a voice for the marginalized
- A positive force in the community
- Strength in diversity (music, opinions and dialogue)
- Challenging the status quo

Under our overarching goal of providing quality programming, the following 5 strategies emerged from the planning process to focus our limited resources and have informed the creation of our operational goals from 2016-2019:

- Upgrading an aging infrastructure (facilities, hardware and software)
- Enhancing volunteer relations and engagement
- Developing an annual targeted communications plan
- Developing a marketing strategy
- (Re)prioritizing strategy quarterly to respond rapidly changing needs

Many ideas were generated on projects and priorities that could fall under these strategies and several were prioritized for immediate action in 2016-2018.

With an eye toward increasing capacity at all levels, here is how efforts were targeted in the fiscal year ending 2017:

Grants

1. CRFC – Radio Meters, Completed ongoing project in 2016/17
 - Radio Camp with Kipohtakow Learning Centre at Alexander First Nation and increased spoken word capacity by adding 5 hand recorder kits
 - Training sessions and support documentation increased
 - Hosted multiple school tours of the station over the year
 - Launch of Generator (Wed 11-1pm) - A student focused initiative (weekly program featuring new volunteers, focused on training in news & music programming, 25+ contributors to the program in it's first year)

2. Canada Summer Jobs program participation, applications made for Summer 2017

Arts and Culture Reporter

- Oumar Salifou documented local arts and culture events throughout the summer
- He produced four stories a week, and an omnibus each Friday
- Oumar produced stories about Edmonton's new poet laureate, public art debates, why comic book stores are thriving, and much more

Community Outreach Coordinator

- Frank Kim organized CJSR tabling opportunities at events around the city this summer, helping raise the public profile of the station
- Events included: Edmonton Folk Music Festival, Found Festival, Millwoods Farmers' Market, Aboriginal Day Celebration, City Farmer's Market, Edmonton Latin Festival, Heart of the City Festival, Heritage Festival, and Taste of Edmonton
- Over 25 volunteers represented the station at these events

Micro Grants

1. Rendez-vous de la Francophonie
 - This year, the NCRA organized RVF as a weekly syndicated program about francophone culture around Canada
 - CJSR has contributed 3 documentaries for this year's cycle
 - Our documentaries focused on how French accommodates gender-neutral language for individuals who are trans or non-binary, how bilingual Albertans use English and French to make a living, and how French-speaking immigrants adapt to life in Edmonton

2. NCRA supported NCRC36 attendance for both Melanie Zaitsoff and Matt Gooding this year through its micro-grant

Bursary Program Participation - SCiP (Serving Communities Internship Program)

- CJSR hired two interns to run Generator and basic news training over the past year. Oumar Salifou and Kennedy Pawluk ran these monthly training sessions, and mentored new volunteers through their first steps on-air

- Newsroom Assistant intern Tristan McSwiney found new syndicates for Terra Informa, and produced promos for CJSR news shows
- Production Assistant Conor Woodside's project included the creation of a Studio B Manual and the production of station IDs, promos, ads and many PSAs (including some in support of mental health resources and information) and trained volunteers.

Campus Relationships and Opportunities

We continued and increased participation in the Community Service Learning Project at the U of A.

We strengthened relationships with both the University of Alberta Students' Union through a contra agreement for Studio time and training to support their podcast efforts and made some inroads into the Facilities Department to facilitate our Transmitter Project.

Facilities Investments

1. Transmitter Project - Work has begun on the Engineering Technical Briefs required for the project with Eric Poppleton of ERP Engineering. Definition and outlining the scope of the project and information required to move forward with with the infrastructure replacement/upgrade is ongoing.
2. Facilities and Equipment Upgrades - Phase I of the Studio Upgrades Project began this year. Preparation for On-Air studio - equipment installs, Studio B testing and upgrades and grant research completed. Significant investments into equipment, computers and editing software.

Volunteering by the numbers

Training Sessions by department

- News: Basic News Training 25x, Science & Environment Reporting x1, Finding Your Radio Voice x1, Pitch Project 2x, Interviewing Like a Pro x1, Field Recording x1, Fancy Editing x3.
- Volunteer Intake & Orientation: 14 sessions
- Production: 6 regular production sessions.
- Number of new volunteers: 153 potential volunteers created profiles via Better Impact, of which 79 logged volunteer hours, 63 attended a Volunteer Orientation session, and 23 did not continue with the organization.
- Number of volunteers left organization (total): 88

Volunteer hours – Better Impact (May 1, 2016 thru April 30, 2017)*

Activity Category	Hours	Volunteers	Average
Admin	1	1	1
Committee Meeting	93	14	7
Engineering	37	2	19

Equipment	2	1	2
Fill-Ins	110	12	9
FunDrive	851	128	7
Misc.	1	1	1
Music Department	142	10	14
News & Spoken Word Programming	709	24	30
Production Department	126	9	14
Program Schedule	2152	109	20
Tabling / Events	4	1	4
Training and Orientation	184	60	3
Total Hours	4412		

Better Impact

Great pickup so far, especially with new volunteers. FunDrive 2016 was 100% scheduled using Better Impact, and saw more volunteers than ever signed up for shifts. Better Impact has also made it much easier to send targeted messages to volunteers based on their needs & interests, reducing the amount of redundant email volunteers receive.

We hope to see more veterans using the system this year so accuracy of information for reporting (CRTC), grant applications and metrics for decision-making can be improved.

Programming Overview

New Programs: Bad Dad Long Weekend, Basement Bricolage, Brain Storm, Generator, Groove Theory, Labelicious Radio, A Lil Somethin' Special, Queue The Mixtape, Tales Of Dischord, This Is Pop!, Too Much To Dream, Topograph, Universal Greeting, Word Salad

Departed Programs: All That Matters, Electrifying Mojo Association, Gate 23, Hey Grrrl, Interslice, Morning Daze, Necrotechs Unite!, Thee Ipsy Factory, Tiny Bubbles

In Closing

CJSR has been able to increase our profile in the community through the provision of quality local centric programming and our physical presence at more conferences, schools, community events, festivals and volunteer recruitment activities than in the past. Thanks for forwarding the cause of CJSR's World Domination one volunteer hour and activity at a time!

We remain dialed into our biggest goal - a new transmitter. So that we can ensure a bright future for the station and a reliable facility for all those that lend their time and talents to our efforts.

I'd like to thank all of the staff, the many volunteers, funders, supporters and listeners that it takes to keep FACRA and CJSR thriving and moving forward.