



## **First Alberta Campus Radio Association Annual General Meeting - August 30 2018**

### **Station Manager / Executive Director's Annual Report**

For the period May 1, 2017 thru April 30, 2018

(Prepared by Melanie Zaitsoff with contributions from Chad Brunet, Meagan Miller, Frank Kim and Joseph Lucila)

Our agility and adaptability was put to the test this year! We started the fiscal year - implementing the second year of our strategic goals and found ourselves adapting to a sudden change in our operating environment in fall of 2017. Following a successful Fundrive, the failure of our transmitter saw us quickly switch focus from the planned Studio Upgrade Project to aspects of our Transmitter Project.

The urgent replacement had to be funded outside of a planned matching grant due to submission realities of the targeted grant and the immediate need for replacement of the failed transmitter. Having planned for a rainy day, we had deferred Grant Revenue for this purpose.

The year was highlighted by some key staff changes also. We said goodbye to our Production Coordinator, Joe Hartfeil and restructured the Production Department to expand the role of our Music Librarian/Administrative Assistant, Matt Gooding into ad contract administration and ad logging and create a SCIP Bursary role in Production (Stefan Opryshko) and more volunteer opportunities for those interested in Foundbyte, ID, promo and ad production. We also said farewell to Chris Chang-Yen Phillips and welcomed Meagan Miller to the News Department as Coordinator.

We maintained and even expanded our capacity through the continued use of 2 SCIP Bursary Interns (Meagan Miller and Diana Chiang-Jurado) for Generator (to fast track U of A students onto the air) and added two additional SCIP roles for Fund Development (Amy Leigh) to assist with grant researching and writing and a position for Marketing and Promotions (Frank Kim) to develop a campus focused Marketing Plan as well as 2 listener surveys.

### **The Top 5 Strategies - Progress made this year**

Under our overarching goal of providing quality programming, the following 5 strategies remain relevant to focus our limited resources on and have informed the creation of our operational goals throughout the year:

- 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.

Of the many ideas generated on projects and priorities that could fall under these strategies the following were prioritized for immediate action in 2017/18.

With a continued eye toward increasing capacity at all levels, here is how efforts were targeted in the fiscal year ending 2018:

### **Grants, Bursaries, Government Programs**

1. CRFC (Campus/Community Radio Fund of Canada) – Radio Meters, Drafted Podcast Project for application in 2018/19 intake (Originally slated for submission in 2017/18 - pulled due to staffing changes and staff transition needs).
2. Community Spirit Grant (Deferred) – Used for intended purpose of supporting Transmitter related expenses.
3. SCIP (Serving Communities Internship Program) – 2 Generator Interns, 1 Production Intern (ongoing), 1 Fund Development Intern (ongoing), 1 Marketing and Promotions Intern.
4. Canada Summer Jobs program participation, Summer 2017 – 2 Summer students (Arts and Culture Reporter, Oumar Salifou and Community Outreach Coordinator, Frank Kim) and applications made and approved for Summer 2018 (Community Outreach Coordinator, Joseph Lucila).
5. AGLC (Alberta Gaming and Liquor Commission) Casino held (November) to secure \$78641.05 in funding to be spent in the following 2 year period.

### **Micro Grants**

1. Rendez-vous de la Francophonie.
2. NCRA Micro grant to support delegate conference attendance.
3. ASSIST grant to support – CJSR participated in the participate in an ambitious project called Figure 一, 二, 三, 六, 八. A groundbreaking showcase of audio, video, and visual art showcasing stories of Edmonton's Chinese community. CJSRs contribution to the project involved training and guiding three history students from the University of Alberta in recording stories from Edmonton's Chinatown over the past hundred years. The project is a collaboration between the Edmonton Heritage Council, CJSR, history students at the University of Alberta, ASSIST, and the many community members like Emmy Mah, Marty Chan, and Grace Law who shared their stories.

### **Campus Relationships and Community Opportunities - Some highlights**

1. We continued and increased participation in the Community Service Learning Project at the U of A in both first and second term. (18 students total in 2017/18 participated in producing CSL documentary programming.)

2. We increased on campus recruitment and promotions efforts in fall of 2017, via participation in Week of Welcome Village, Rutherford Library and various recruitment activities.
3. We strengthened relationships with the U of A Facilities Department to facilitate our emergency Transmitter Project.
4. We partnered with the U of A Students' Union to promote and air recordings of their SUB Session singer songwriter series of free student programming.
5. CJSR staff and volunteers partnered with the Innovate Program and youth from Queen Elizabeth School and Hazeldean Elementary School to host a Climate Change youth Radio Camp. Eureka (U of A Philosophy youth camp) also visited CJSR studios in 2017.
6. Supported the Boyle Street Underground City Project with studio time and training.
7. We collaborated and participated in the SurroundSound radio Documentary Festival in 2017/18.

### **Facilities Investments**

1. Transmitter Project – Replacement of old transmitter with Nautel VS1, Tory Site upgrade includes: Installation of power surge protection, Cisco Router (VPN) and activation of ethernet connection at site for virtual reporting of transmitter functioning, installation of 2 transformers (new, donated), new Triplite UPS, install of HiFi Tuner (used, donated), 2 (previously used in studio B) monitor speakers, and grounding of rack and newly installed equipment.

Special thanks to Miles Wilkinson, Ray Semenoff, Mike Tulley and Scott Bachand for their work on this critical project.

2. Facilities and Equipment Upgrades -
  - Replacement of failed Streaming equipment (May).
  - Various cabling/power supply upgrades (May).
  - Hindenburg License (May).
  - Improvements to Remote Broadcasting System (August, ISDN Module).
  - Video Surveillance DVR and one HD camera replaced/upgraded (August).
  - Creation of new Virtual Server (VM) and migration of data (from IST to CJSR).
  - Cheaper storage and backup of web and donor servers purchased and set up.
  - Plans made to replace logger in Engineering and add redundancy to logging function (at Tory/transmitter site) made.
  - On-Air studio Console maintenance.
  - Replacement and repair of News Coordinator Computer.

## Volunteering by the numbers

### Training Sessions by department

- News: Basic News Training 33x, Finding Your Radio Voice x1, Interviewing Like a Pro x1, Field Recording x1, Fancy Editing x1, Finding News Stories 2x.
- Volunteer Intake & Orientation: 23 sessions.
- Production: 7 regular production sessions.
- Number of new volunteers: 178 potential volunteers created profiles via Better Impact, of which 112 logged volunteer hours, 55 attended a Volunteer Orientation session, and 19 did not continue with the organization.

### Volunteer hours – Better Impact (May 1, 2017 thru April 30, 2018)\*

Activity Category	Hours	Volunteers	Average
Admin	92	2	46
Casino	272	38	7
Design	3	1	3
FACRA & Committees	152	19	8
Fill-Ins	271	32	8
FunDrive	778	132	6
Miscellaneous	4	4	1
Music Department	53	13	4
News & Spoken Word Programming	1240	43	29
Production Department	46	10	5
Program Schedule	5313	132	40
Tabling / Events	169	19	9
Training and Orientation	405	122	3
Uncategorized Activities	19	2	9
<b>Total Hours</b>	<b>8817</b>		

### Better Impact

More hours overall have been logged, the trend continues to show the most consistent logging is conducted by new volunteers.

We saw an overall increase of volunteer hours over the previous year from 4412 to 8817 hours (99.9%), the largest share of this increase (3161 hours) is in volunteer time dedicated to creating quality programming for listeners!

Numbers from Better Impact show that training hours increased by 221 hours up to 405 hours in 2017/18 (120% increase) and the number of volunteers trained increased from 60 to 122 – an increase of 103%!

If you have not already done so – please log your hours every shift to assist Chad in keeping the logged volunteer data current for CRTC reporting.

### **Programming Overview**

Our U of A student programming continues to shine on a national level. Following Oumar Salifou's success in the previous year, CSL participant and SCIP Bursary Intern (Generator) Diana Chiang-Jurado laid claim to the same NCRA award for her piece "Rise of Argentinian Rock During Dictatorship Times" in Spring of 2018.

New Programs: *Cannibal Cafe*, *Cosmic Roots*, *Ex Libris*, *Migration Patterns*, as well as syndicated programs *City Slang* and *Halifax Is Burning*

While we have successfully trained many new DJs, fewer have been pitching for their own programs.

Departed Programs: *All Intensive Purposes*, *Fuses With The Muses*, *Moccasin Telegraph*, *Twang N Thangs*.

### **In Closing**

CJSR has continued to increase our profile in the community and on campus through the provision of quality local centric programming and our physical presence at more conferences, campus and community events, festivals/events and volunteer recruitment activities than in the past. None of these things would be possible without the dedicated efforts of our many volunteers who donate to the cause one hour at a time.

So that we can continue to serve the campus and local community for years to come – we remain dialed into our biggest goals for the current (2018/19) fiscal year:

1. successfully passing the scheduled plebiscite for continued undergraduate student funding in (Feb/March) of 2019, and
2. laying the rest of the groundwork for funding to complete a site/transmitter upgrade in 2019/20.

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. And I'd like to extend a very special thank you to our outgoing Board Directors who have been endless champions and supporters of the staff and volunteers of the station over their terms. Their collective and individual efforts have advanced the associations governance and general awareness of the station in Edmonton significantly.