



First Alberta Campus Radio Association Annual General Meeting - August 29 2019

Station Manager / Executive Director's Annual Report

For the period May 1, 2018 thru April 30, 2019

(Prepared by Melanie Zaitsoff with contributions from Chad Brunet, and Meagan Miller)

Highlights:

It was an exciting year to be involved with CJSR! Not only did we have our best showing ever at the National Campus/Community Radio Awards, FACRA/CJSR passed the first recurring plebiscite for continued undergraduate student funding! An arm's length YES CJSR Campaign led by campaign chairperson, Kesia Dias, and comprised mostly of our U of A graduate and undergraduate student volunteers worked hard to complete a successful, albeit close, campaign victory with 48% of undergrads voting yes in support of continuing the mandatory fee, 45% against, and 7% not voting. The new plebiscite question approved by undergraduate students also formally gives CJSR the mandate to include podcasting in addition to radio.

The campaign was a great opportunity to increase awareness in the campus community about the station, what we do and opportunities for students to volunteer. The major takeaways from the campaign and 2018/19 year are:

1. A continued focus on increasing awareness on campus is critical for future plebiscite success
2. Revisit an opt-out fee vs mandatory fee in plebiscite question submitted to SU in the next plebiscite (2023/24)
3. The fee could be impacted by factors outside of campus (changes in legislation/government policy as happened in Ontario)

And if that kind of excitement wasn't enough, team CJSR also:

- blew past its FunDrive goal on air (\$105000) and unlocked (and achieved) a stretch goal (\$10000) to be used to establish the CJSR Forever Fund, an endowment fund at the Edmonton Community Foundation, that will act as a self sustaining funding source into the future for the station... forever!
- submitted a successful grant application to the Community Radio Fund of Canada (CRFC) Radiometers Program to develop Podcast Infrastructure and Podcast Content. Approved for \$45000 of funding the project will run September 2019 - August 2020.

We welcomed Meagan Miller, former CSL participant and SCiP Generator Intern into her new role as News Coordinator at the beginning of 2018/19. To accommodate a smooth staff transition, CSL participation was scaled to reflect a new coordinator and

the additional focus on our campus-targeted General Awareness Campaign efforts. The staff time required to directly implement the General Awareness Campaign was higher than anticipated due to poor volunteer pick up on posted shifts for tabelling and classroom visits in particular.

We maintained and expanded our capacity through the continued use of SCiP Bursaries for:

- 2 Generator Interns (Andrea Wiebe and Heather Baker)--to fast track U of A students onto the air,
- 1 SCiP Production Assistant (Ben Hollihan),
- 1 Fund Development & Grant Writing (Arden Bodnar),
- 1 Marketing and Promotion Assistant (Nicole Romanko)--to conduct Student Listener Survey and tabulate results,
- and added four additional SCiP roles: 1 Design Intern (Steven Shuttle)--to develop content for CJSR promotional use--and 1 Social Media Intern (Kristie Cheung)--to help develop a social media strategy--and 2 for Campus Outreach (Hannah Cunningham and Elizabeth Dowdell)--to assist with the development of a campus street team. Our Campus Outreach Assistants were hired in Spring 2019 and they will begin their projects in Fall 2019.

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 2018/19.

With a continued eye toward organizational efficiency and increasing capacity at all levels, here is how efforts were targeted in the fiscal year ending 2019:

Grants, Bursaries, Government Programs

1. CRFC (Campus/Community Radio Fund of Canada) Radiometers – submitted application for Podcast Project and approved for \$45000 funding! Project will begin in September 2019.
2. SCiP (Serving Communities Internship Program) – Increased SCiP Interns from 5 to 9 roles.
3. Canada Summer Jobs program participation, Summer 2018 – 1 Community Outreach Coordinator (Joseph Lucila) and applications made and approved for Summer 2019 (Community Outreach Coordinator, Matt Meeker hired).

4. AGLC (Alberta Gaming and Liquor Commission) funds spent in 2018/19 from previously earned AGLC Casino (2017). (Not to be confused with Casino 2019, held Aug 17 & 18 revenues, to be received and spent in 2019/20.)

Micro Grants

1. Rendez-vous de la Francophonie.
2. NCRA Micro grant to support delegate conference attendance at NCRA.

Campus Relationships and Community Opportunities - Some highlights

1. We continued participation in the Community Service Learning Project at the U of A in both first and second term in 2019/20.
2. We increased on campus recruitment and promotions efforts Fall 2018, via participation in Week of Welcome Village, Rutherford Library tabling, INFOMART tabling, 30 classroom visits during the first couple weeks of class (used promotional video), regular tabling in SUB, and various other activities.
3. We increased on campus recruitment and promotions efforts in Winter 2019, via participation in Clubs Fair, 40 classroom visits (general awareness), regular tabling in SUB, handbilling, and the start of CJSR's Coffee House (students invited to drop in Fridays 2-4PM for Grizzlar coffee, station tour, and mingling).
4. We continued partnership with the U of A Students' Union to promote and air recordings of their SUB Session singer songwriter series of free student programming.
5. We completed a successful Plebiscite. The Yes CJSR Campaign coleads were as follows:
 - a. Street Team: Carter Gorzitza, Sydney Karbonik, Andrea Wiebe
 - b. Marketing Team: Jonathan Hocnolan, Steven Qiu
 - c. Supports Team: Anna Bishop, Kesia Dias
 - d. Special thanks to Kesia Dias (SU Liaison), Hannah Cunningham, Elizabeth Dowdell, Steven Shuttle, Morgan Sosniuk, Hunter Jackson, Dylan Hall, Sydney Karbonik, Chris Chang-Yen Phillips, and all of the other volunteers that contributed to the YES CJSR plebiscite campaign.
6. We collaborated and participated in the SurroundSound Radio Documentary Festival in 2018/19. Majority of the radio pieces in the festival were produced by CJSR volunteers.
7. We collaborated and participated in Access Day programming in 2018/2019.

Facilities Investments

1. Facilities and Equipment Upgrades
 - Miscellaneous equipment repairs and replacements - Presonus Console, capacitor, console wiring, headphone repairs, etc...
 - Logger - installed at Transmitter site for redundancy of CRTC requirement.
 - WIFI - new access point established, separates staff/volunteer networks, more reliable, more secure.
 - Donor Database upgrades - enable donors to make monthly donations online (necessary after a provider security upgrade).
 - Scoped work for web and IT project upgrades in 2019/20.

Volunteering by the numbers

Training Sessions by department

- News: Basic News Training 41x, 2 workshops (Interviewing Minority Communities, Finding News Stories)
- Volunteer Intake & Orientation: 16 sessions.
- Production: 3 regular production sessions.
- Number of new volunteers: 239 potential volunteers created profiles via Better Impact, of which 122 logged volunteer hours, 87 attended a Volunteer Orientation session, and 73 did not continue with the organization.

Volunteer hours – Better Impact (May 1, 2018 thru April 30, 2019)*

Activity Category	Hours	Volunteers	Average
Admin	133	1	133
Events	46	2	23
FACRA & Committees	224	45	5
Fill-Ins	262	24	11
FunDrive	629	129	5
Miscellaneous	9	1	9
Music Department	80	16	5
News & Spoken Word Programming	452	27	17
Production Department	3	2	1
Program Schedule	4477	128	35
Special Programming	42	4	11
Tabling / Events	102	25	4
Training and Orientation	488	144	3
Uncategorized Activities	1500	0	0
Total Hours	8447		

Better Impact

We saw an overall decrease of volunteer hours from the previous year from 8817 to 8447 hours. The largest drops being hours logged in the News Dept, as well as a drop in the Program Schedule, and can be attributed to hours not being logged consistently.

Please be sure to log in to your myvolunteerpage.com profile to confirm your hours for approval, and don't forget to submit your log sheet. Program Schedule shifts will now

log automatically, and be approved the following month, as long as they have been confirmed by the volunteer and a log sheet has been submitted.

Programming Overview

We enjoyed our most successful year ever at the National Campus Radio Awards, with CJSR taking home awards for Best Jazz & Blues Program (*Calling All Blues*), Best World Beat Program (*5 River Beat*), and the Women's Hands & Voices Award (*Adamant Eve*) as well as a stunning 7 runner-up placements in various categories. Truly outstanding to have our fine hosts recognized nationally!

As we prepare for CRTC licence renewal in 2021, all CJSR hosts can expect show review meetings in the coming months, as well as spot checks on their logsheet requirements, especially CanCon.

The biggest change to CJSR's programming going forward, is the introduction of *automation*. We've been testing MegaSeg as a new on-air playback system this summer, in the hopes of replacing iTunes. MegaSeg integrates with CJSR's ever-expanding 60,000 track digital library, and uses existing iTunes playlists (i.e. ads, promos). It can also auto-download and play syndicated programs like *Democracy Now*, and can be programmed to automatically switch to and from the BBC World Service. After some more testing, DJs will be informed when we make the switch over.

New Programs: *From Here We Go Sublime*, *Phased Out*, *Elastic Chords*, *I Like Everything*, *Bad Dreams*, *XY + QZ*. Lots of new voices have taken DJ training in 2018/19 and contributed to *Generator* but have not yet pitched their own shows. Another new feature has been the inclusion of Bears & Pandas hockey on Friday nights during the school year! There are some very cool new proposals for some great new shows coming your way, too.

Departed Programs: *Sounds Ukrainain*, *Working On Leaving The Living*, *Prairie Pickin'*, *A Lil' Somethin' Special*, *Universal Greeting*, *Hip Hop Spread On Planet Bread*, *Basement Bricolage*, *Queue The Mixtape*.

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 as many conferences, campus and community events, festivals/events as possible. None of these activities would be possible without the dedicated efforts of our many volunteers who donate to the cause one hour at a time.

We remain dialed into our strategic goals for the current (2019/20) fiscal year. Some major projects currently running under these strategic priorities are:

1. Upgrading Aging Infrastructure
 - Continued Network, IT and Web enhancements including:
 - Scoping of technical requirements for Transmitter/Studio Grant Project Application(s)
 - MegaSeg testing/roll out (Auto Scheduling Software)

- Digital log sheets and automated reporting project (for efficient CRTC, SOCAN, CMMRA, and CJSR programming requirements reporting)
 - General web updates (podcast content, events calendar, info and technical updates)
2. Enhancing Volunteer Engagement and Relations
 - Major Policy Update (including defined volunteer role descriptions)
 - More volunteer Meet Ups
 - Increased number of themed training Workshops and CSL Participation
 - Grant identification and writing (CRFC Radiometers 2020 application, RVF, and possibly others)
 - Volunteer Manual creation and updates
 3. Develop Annual Targeted Communication Plan -
 - Street Team Established in 2019/20 (with Campus Outreach Interns)
 - Improved communication via launch of Airtight! Community Newsletter!
 - Improved record keeping and archival
 4. Develop an Annual Marketing Plan -
 - Integrate feedback from our Student Listener Survey conducted Spring 2019 into programming and program scheduling
 - Developing local centric radio/podcast content (2 series created) as part of the CRFC Radiometers Grant
 - Continued use of Canada Summer Jobs Program for Community Outreach Summer Student
 5. Continued review of strategic directions and initiatives for progress/relevance

We are overflowing with gratitude for the many volunteers, donors, funders, supporters and listeners that it takes to keep FACRA and CJSR fully resourced, thriving and moving forward. This year we would especially like to thank all of the students, volunteers and board directors that worked hard to support both the General Awareness Campaign and the YES CJSR Campaign toward the goal of securing undergraduate student funding for 5 more years - your efforts are appreciated daily in the operation and for many years to come at the station.

Upcoming Important dates to mark on your calendar:

1. September 21 - Volunteer Party and Awards Gala at The Nook
2. FunDrive - Metro Movie Night, (Film TBD) October 23rd, 7 PM - all proceeds go to CJSR's FunDrive!
3. FunDrive - Supervisor Training, October 23rd and 24th, CJSR Library, time 6 PM
4. FunDrive - October 25th to Nov 2nd - Borys Tarasenko (FunDrive artist 2019, Homegrown Radio)