

TRENT RADIO BoD AGENDA
30 August 2004 @ 7pm
Trent Radio House Studio C

01. Approval of Previous Minutes - 19 April 2004
02. Business Arising
03. Committee Reports
04. Operations Report (JK Muir)
 - a) General Manager's Report
 - 1) SCP and other hiring
 - 2) Year-end, Trillium and other financial reports to come.
 - b) Summer Operations
 - 1) Summer Programme Coordinator's Report
 - 2) Tourist Information Coordinator's Report
 - 3) Fundraising and Sponsorship Coordinator's Report
05. Appoint of New Board Memebbers
06. Any Other Business
06. Setting Next BoD meeting
07. Adjournment

MINUTES OF THE BOARD OF DIRECTORS MEETING held on Monday, 19 April 2004 at StudioC, Trent Radio House, 715 George Street North, Peterborough, Ontario.

P R E S E N T: James Kerr, Laura Farina, Kim Fielding, Kristine Williams, Reuben Mann, Joel Buxton and Al Kirkcaldy.

R E G R E T S: none

Also present: John Muir, General Manager and Laurel Paluck, Programme Director

Notice of this meeting having been made to all the Directors, and a majority being present, the meeting was declared duly constituted and called to order at 5:49 p.m., with James Kerr as acting as Chair and Kristine Williams as Secretary. An agenda was agreed upon and discussion followed.

01. The minutes of the previous Board meeting were presented.

UPON A MOTION duly made, seconded and carried unanimously, the minutes of the previous Board of Directors' meetings, held on 05 April 2004, were approved as amended.

02. Business Arising

Thank you letters to all who helped out in fundraising to be made up.

03. Committee Reports

Sponsorships: Al sent a CD to Henry Holtmann with examples of what their sponsorship ad could sound like.

With hope Holiday Inn and Affordable Used Cars will renew for summer season.

Summer Radio Camp: 5 days, July 5 - 11, with an additional week to be added if demanded (more than 8 students)

- kids create and record a half-hour radio drama + 5 one-hour broadcasts
- Studio A/B usage to be determined
- the camp day is 9am-5pm
- recruitment of community members (e.g. Paul Cleveland, Leslie Woolcott, James Kerr)
- Staff manual produced based on the Ont. Camping Association and the Trent Radio Programmer's Guide.
- additional liability insurance not required
- two staff members with CPR training ARE req'd.
- lunches will not be provided
- age range 11 - 14
- advertising to be done in Examiner and Ptbo This Week; posterage in the community
- teachers to radio qualified or trainable
- weekend camps to be pursued at a later time

Studio C: possible recording of a band as an added source of revenue; suggested date first reading week (Oct04)

UPON A MOTION duly made, seconded, and carried unanimously the committee reports were accepted as presented.

4. Operations Report

a. Programme Director's Report

- Programmers are becoming more comfortable with Studio B computer operation, as indicated in the increased demand and access
- Studio C proposed as an alternative recording studio, with possibility of longer bookings
- Programmes produced here may be put on website to be downloaded by radio stations worldwide (e.g. <http://www.radio4all.net>)
- Head of Trent's Modern Languages Dept contacted for promotion of alternate language programming for the fall season
- Potential contact with Marrie Mumford for Native programming; Al Kirkcaldy will contact Dave Mowat, Alderville about promoting programming from nearby reserves (Laurel Paluck offered to visit and workshop)
- Programme Proposal workshops on campus successful and to be continued
- Sept04 ISW mentioned with a separate ISW for Nursing students at Gzowski; a town scavenger hunt was proposed by Joel, with TRadio being one of the destinations --> connect with the co-chairs of each college

**** operators must do dishes!! ****

- Emily McClung (StudioA) and Joel (StudioB) commended for maintaining a job well done
- Broadcasting Skills workshop with Gil, not so well-attended
- More formalized Operator's meetings may be necessary
- Log book used nicely

b. General Manager's Report

- Summer Career Placement Hiring Cte.: GM, President, Programme Director will meet to go over resumes
- more interest accrued thanks to ING Direct
- the Slavins donated \$100 to each TRadio and Sadleir House
- new hot water tank installed
- fundraising jar stolen, donated chocolates eaten
- overview of the Rough Guide to Summer Programming
- new antenna ordered and expected next week; to be installed during down time

c. Financial Report.

The financial statements to 31 March 2004 were presented.

UPON A MOTION duly made, seconded, and carried unanimously the operations report including the financial statements to 31 March 2004 were accepted as presented.

Other Business

An informal Board get-together is being planning for Thursday 27 May, 7pm, Kim's place. It was noted that the last Board meeting for three Board members.

UPON A MOTION duly made, seconded, and carried unanimously the resignations of Joel Buxton, Reuben Mann and Laura Farina were accepted with regret.

The next Meeting of the Board will be called by the Chair.

Meeting adjourned 6:58pm

James Kerr, President & Chair

Kristine Williams, Secretary

Summer Programme Coordinator's Report for BoD Meeting 30 Aug 2004 prepared by Emily McClung / 29 August 2004

Trent Radio Summer 2004 Personnel

Summer Program Coordinator: Emily McClung

Tourist Information Coordinator: Sarah MacKillcan

Fundraising and Sponsorship Support: Jessica Dabros

Executive Producers

Sunday	Gord Devillers Sarah MacKillcan
Monday	Jasmine Courneya (may-June) Chuck Gardnier Vince (July-august)
Tuesday	Al Kirckaldy Barry Boyce
Wednesday	James Kerr
Thursday	William Bain (a.m.) Michael Goede
Friday	Chris McCurdy
Saturday	Barb Bell Barb Holtmann

Key Events of the Summer

May

◆ May 30th Good and Country Fundraiser: Barb Bell and Barb Holtmann assembled local and area country artists to come out and support Trent Radio. The event was held at the Trentwinds Ball room free of charge. Through this fundraiser we raised almost 2,000 for Trent Radio tower project. The event was truly the result of Trent Radio volunteers coming together. Without the help of; John Muir, Jill Staveley, Yvonne Lai, Laurel Paluck, James Kerr, Stephanie Cann, Jessica Dabros, Barb Woolner, Paul Cleveland and many more this event could not have taken place. In the future I would suggest that we do not supply food at an event this size. The cost of the food took away from our overall profits. Food preparations took a very long time. In the future we should try and see if people can buy food at the place where the event is being held. The people who run the Trentwinds were very hard to reach. This made it very hard to figure out what facilities we would be able to use. I also feel that if we decide to hold an event of this size again it should be held later on in the summer. I found it hard to jump right into a fundraising event of this size. It was also hard to secure volunteers.

◆ May also welcomed Sarah MacKillcan and Jessica Dabros to Trent Radio. Sarah became the Summer Tourist Coordinator. Jessica was given the job of Sponsorship and Fundraiser support.

June

◆ June 16th: The Trent Radio summer social was held at John and Yvonne's home. Most of the executive producers attended the event as well as some programmers. At the meeting we talked about programming as well as the on going issues with keeping the house neat and tidy.

◆ During June James, Sarah and I started to plan the summer radio camp. It became clear to us through a phone call and e-mails that Laura Farina would not be able to make it to Peterborough for the camp. Though many meetings we decided to have the camp in July from the 12-16. We also published ads in the Lakefield Harold and Peterborough This Week. I feel that the ad in The Lakefield Herald was very successful and should be done again. Next year we should also try and advertise much earlier. We should also send out pamphlets and posters to schools before they are closed for the summer.

◆ June 19th: Radio on the lawn was a very successful day. With sound being done by Jill and John the day seemed to go off without any problems. The only issues we ran into was that the logger did not work. Jill suggested that next time we make sure that we record everything on to mini disks. It was wonderful to see how much support Trent Radio got from local musicians. Musicians such as; Jordan Mack, Jill Staveley, Dave Tough, Benj Roland and many more came out to play. The event also included a garage sale. The day brought in about 200.00\$.

◆ June 18th: The Trent Radio coffee house proved to be a success. Jessica organized the event. She created a great line up as well having Washboard Hank and the MC. The event was very successful and it was the start of a very close relationship with Grassroots Café. Grassroots proved to be very supportive of Trent Radio and asked us back.

July

◆ The Gorgeous Georgies recorded their third album in studio C for one week in July. It was the first album recorded in studio C. The week was full of excitement. Throughout the week many people came in and out of Trent Radio. The Gorgeous Georgies were very respectful of Trent Radio and made a conscious effort to keep the house clean and respect all of the programmers.

- ◆ July 9th: DJ night at Grassroots. Although it was not as successful as the Coffee House it was a very good learning experience. With the help of Grassroots and Michael Goede we had all the gear that was needed. Next time for this type of event it might be a good idea to consider another venue.
- ◆ July 12-16th: Summer camp was a learning experience. In the end we only had three children sign up. Having such a small group allowed us to spend more time with each camper as well learn what we need to change for next year. I feel that they camp should carry on next year but there should be a person hired. If possible, whose job is to prepare and run the camp. Of course this may not be possible because of funding.
 - ◆ For a week in July I was honoured with a travel grant to attend the Nation Campus and Community Radio Conference. For the week Sarah and Jessica took on my responsibilities and they did a wonderful job. My experience at the conference once again proved that Trent Radio was special place. Many of the other people who attended talked about the inequalities that they experienced at their radio stations.
 - ◆ Because of language barriers the Summer Exploration in Canadian Cultures program had to cancel their visit to Trent Radio. Program coordinator, Beth O'Rielly assured Summer Explorations loves Trent Radio and would love to come back next year.
 - ◆ Through the work of Sarah people involved in community living started to come to Trent Radio. With the help of a community living employee participants came to Trent Radio and helped with our local archive. This proved to be a wonderful experience for the community living participants. If it is possible this program should be carried on through the regular season and next summer.

August

- ◆ Programmer Daniel Raymond organized a radio art radio project day. She recruited artists from not only the Peterborough area but she also had people calling in to perform. She did a wonderful job. Unfortunately once again the logger did not work.
- ◆ August 13th: Headed by Barb Woolner the Skills Canada Camp came to Trent Radio. The day was very successful. The campers had Studio A and B training as well as writing for radio seminar headed by James Kerr. In return for the use of Trent Radio Skills Canada donated 300.00 to Trent Radios Tower Fund.
- ◆ August 6th: Barb Holtmann of the Good and Country show put on a radio project day in August. She played new country music.
 - ◆ Daniel Raymond arranged for the Art Gallery of Peterborough to subsidize the Trent Radios summer "zine". She also designed the "zine" and had gallery volunteers assemble and photocopy the "zine".
 - ◆ Radio Free Peterborough developed by Steve MacNabb was aired for the first time in August. I think that will be a wonderful way to promote Peterborough artists as well as avoid any dead air on Trent Radio.

My office hours were 1:00pm to 5:00pm

Average Hours of Programming= 50h

Executive Producers have been told continuously about our **CanCon** regulations. They have assured me that they are conscience of the rules and make sure that their programmers abide by them.

Throughout the summer our "hit" rules have been abided by. I only ran into problems with when dealing with our campers and the summer skills camp participants.

Some of challenges that I faced this summer were dealing with the constant mess of the house. Because I was not persistent with my executive producers many of them did not ensure that the house of clean and tidy.

Most of the executive producers were very committed to Tent Radio and its mandate. Unfortunately I ran into some problems with a couple of EP's. In hindsight I wish that I had reacted in a harsher way towards the EP's. I should have had more socials and been in closer contact with EP's who where not performing their duties. I have informed Laurel who I felt was not responsible and should not be an operator again.

We Need:

2 hours of French programming
One half hour Aboriginal programming

We Have

1.5 hrs
0 hrs

Percentages of Programming

News- 3.06%	S/W-17.35%	P/R/D-8.67%
Country-9.69%	Accoustic-3.58%	Easy/Listening-0
Concert-0	Folk- 19.39%	World- 19.
Jazz/Blues- 7.14%	Religious-1.02%	Art-11.74%
Traditional/Category 3-4.08%	Pop music- 5.61%	Cat1 S/W-0

Conclusion

In the end I think that the summer was very successful. My time as the program coordinator, although challenging sometimes was very rewarding. The summer went by too fast and I feel like there was so much more I could have done this season. Thank you for this opportunity and good luck in the fall.

Thank you, Emily McClung

Show Name	Length (hrs)	11 News	12 S/W	21 P/R/D	22 Country	23 Accous	24 Easy/L	31 Concert	32 Folk	33 World	34 Jazz/Bues	35 Religious	36 Art	Cat 1 S/W	Cat 2 PopularMusic	Cat 3 Trad Special Int
Out of Print Arthur on the Air	1.00	0.25	0.75													
I heard it through the Bassline	1.00			0.50												
Backyard Sheneigans	1.00	0.25	0.25			0.25			0.25							
The Young Soul Rebel Show	1.00										0.25	0.50			0.25	
The Jasmine Centric Universe	1.00															1.00
Radio Bomb Spotlight	1.00														1.00	
My Community	0.50		0.50													
Blue in the Face	3.00		0.50								2.50					
Preying Mantra	2.00												2.00			
Corline	0.50		0.50													
Kabal	1.00															
Trivial Pursuit on Air	1.00		0.75												0.25	
Energy Patterns	1.00												1.00			
Trent Radio Persents	1.00		0.50													
Chimes of Freedom	3.50									3.50						
Women's Issues	0.50		0.50													
The Frequency Garden	1.00			0.25							0.25		0.25		0.25	
Everyday Activist	0.75		0.75													
Animal Whispering	0.25		0.25													
Naturopath	0.50		0.50													
Arosa CANCELLED	0.75															
Lost and Lonesome	0.75				0.75											
DJ Sets	1.00			0.50											0.50	
Stitch in Time	0.50												0.50			
Satisfaction	1.00			1.00												
Useful Idiot	0.50			0.50												
Afrikan Panorama	2.00									2.00						
Urban Cartoon	2.00									1.00			0.50		0.50	
Good'n Country	5.00				4.00	1.00										
Emerald Sky Hour	1.00		0.50	0.50												
At Home Behind the Sun	1.50			1.00		0.50										
Insightful Ear	1.00												1.00			
From the Archives	1.00		0.25								0.50		0.50			
Last Man Standing	1.00		1.00													
Smooth Operator	3.50	1.00	1.00													
N-Trance-ing	1.00															1.00
Knackwust and Swarkaut	3.00									3.00						
Total	49.00	1.50	8.50	4.25	4.75	1.75	0.00	0.00	0.25	9.50	3.50	0.50	5.75	0.00	2.75	2.00
Percentage of Programming		3.06%	17.35%	8.67%	9.69%	3.57%	0.00%	0.00%	0.51%	19.39%	7.14%	1.02%	11.73%	0.00%	5.61%	4.08%

**Tourist Information Coordinator's Report for BoD 30 August 2004
prepared by Sarah MacKillican 20 August 2004**

a highly parenthetical trent radio report/summar

my objectives starting out in this position were to record public service announcements for various not-for-profit organisations in the community; to be a link between them/their organisation's objectives and the community radio facility of trent radio. I began by listening to the pre-existing psa's in the computer and identifying which one(s) needed to be updated. this was carried out by telephone calls to the organisations (as per their number in the psa), visits to their websites (which commonly included information such as address, phone number, email and meeting times, if relevant, that I could double check.) In addition to this, I began to compile a list of people to contact by looking through smooth operator book, biking around & collecting announcements and contacting people based on those announcements. Naturally, some contacts were made through word-of-mouth and some interviews were scheduled spontaneously, on the spot downtown/in trent radio house etc.

because I was dealing with non-profit organisations, there was a real difficulty getting through to certain organisations/individuals. this was partly due to the fact that people have busy lives, and partly due to the fact that I was working in the summer and many of these places are run on much fewer staff/stop many operations because people are taking vacation. however, this problem did not become too much of an obstacle until july. in any case, there were organisations that I spoke to that would prefer to be contacted in the fall, when their next year would be planned out (re: announcements), and there would be more staff available on a consistent basis. Any organisation not mentioned has been updated or does not need to be updated. Their contact information remains in the computer, or will follow.

these associations are as follows:

- Kawartha Jazz Society—Craig Patterson—745.1870
- Habitat for Humanity—Ken Moffat/others; said would contact us but I'm not sure that they will, as they have not already—749.9421.
- Astronomical Association—as of Friday 21st I will have met with John C., and will set up appointment for the entre-season to do recording.
- Jamaican Self-Help—743.1671—Marisa was who I spoke to. We recorded a psa that was inaudible when I got back to edit it; she was going on vacation and will be available again in the fall. I believe their next year's programming will also be more clear in the fall.
- Youth Emergency Shelter—are interested but are going through a funding crisis; can be contacted later in September.
- Kawartha World-Issues Centre—going through a change-of-staff and also basically on summer vacation. However, are very interested in being contacted in the fall—748.1680.
- P-Flag—were interested in updating their rather out-of-date psa; said they would get back but have not heard from the woman who wanted to do the recording. She may have forgotten or have gone on vacation, but specifically wanted to get back to me when she had time. Lynne: 741.1470
- Arthritis Society—Darryl Junkin—750.1010 or craftworks@on.aibn.com
- Gleaning programme—the woman who organises gleaning has a child and found it hard to book time, though was interested in coming in to do an interview. unfortunately, she was hit by the flood and was not able to schedule anything for the summer.
- Kate Jarrett—Mother Goose Programme—wanted to do live interview and was consumed by flood difficulties. Will be a good contact some other time.
- Kairos and Beyond the Parkway were places that I left messages with 3 times each; no one contacted me and phone numbers & email were the only ways of contacting them I had. I do not know if the numbers are out of date, or if they are not interested.
- PARN—Robert Bickford was scheduled 2 times to come in to record a psa, but they were swamped by the flood and very much in limbo as to location, etc. at the time I stopped working at Trent Radio. I think that they will be fine to contact by the time September comes, though Rob will no longer be a contact person.

In regards to the in-the-computer PSAs/Org. Profiles that are out of date, I have written up a Smooth Operator formula/format guide that tells operators which ones not to play, and what format I found best. this was guided by one that keren e provided us with last summer. It may have existed before that time, but that was when I became involved with Trent Radio.

Ecology Park and the Farmer's Market were two places that I visited throughout the season on an irregular basis to do impromptu interviews and sound collections. Both very interesting and I would recommend going to Ecology Park on Wednesdays as it was their volunteer day, and there are many people there. However, this date may change for next summer. I did not cover the Saturday market, because I worked at the art gallery on Saturdays and the programme ran during the week. However, as a consequence of this I did find that there is a difference between the two markets (mainly concerning local growers/vendors, surprisingly not concerning psychic conspiracy theorists—they show up at both...)

Many musicians contacted us through email or phone to schedule interviews, including NERO, Ben Sures, Michael Kaeshammer, Immaculate Machine, Audrey Currie Newton, Michelle Rumball. It was useful to have somebody to plan and conduct these interviews, but in terms of musicians it did not seem efficient to actively pursue them. I was often contacted by agents. The only person in town that I emailed was Sarah Bailey, who is sort of in the circuit of local acts, who passed on my name to anyone of interest. Her email is sarahb@nexicom.com.

I think that one of the stronger elements to the summer season was contacting youth-focused groups and organising involvement with us. This included:

-Skills Canada, who came for a full day of Studio A & B training, and who produced station IDs and programmes.

-a group from St. Catherine's Elementary School, who produced a newspaper during the school year and wanted to learn about another type of media; they came to the house and as well as giving them a tour of the station and having a discussion about 'making your own media', we recorded a show about their experience and thoughts about their school paper project.

-Community Living, who arranged for 2 students with developmental disabilities in their work-preparation programme to come and volunteer for us in different capacities. One student worked on creating an archive of information about CDs that we received during the summer that is in a binder; I created a one-page summary of information that would be useful about the CD and they filled it out (with an assistant). The other student's involvement with us would have been in the capacity of producing a show about other students in the program (where they were working, etc.) but due to flood, summer camp, work commitments on their part, we were not able to arrange a schedule that was amenable to them, myself or Emily McClung, who also offered to help when I was not available. I think that in the future it may be a good idea to either not make that commitment to them, or to arrange it on a less frequent basis, but certainly it would be a worthwhile project. Jessica was the contact person at community living this summer, but as it is a student position I do not know if she will be working in the same capacity next summer.

-Trent Radio Summer Camp—small but successful! James Kerr, Emily McClung and I planned this camp and were the facilitators for it on the week of July 12-16th. I think that it would be helpful to begin planning for it and advertising for it in March of next year. Groups of 8 or fewer are an ideal size; Studio B is a must for groups larger than 3 or 4, as they need to be split up into groups of that size in order to get enough hands-on experience.

-AFS exchange students, 17-19 year olds in an intensive English-learning programme from all over the world visited us to record a show about their experiences in Peterborough/Canada. My name was forwarded to an activities co-ordinator after I telephoned & left a message with the person who sent a psa looking for host families. Consequently, I do not want to leave a contact number here as the programme may not even happen next summer, and it may be different people. In any case, it was a great contact and I told the co-ordinator to contact us next summer again. Looks promising; watch for the psa.

It would be most convenient for anyone in this position to have steady access to a studio space where editing and recording could be easily done. I did recording off-site with a digital voice recorder and mini disc player, recorded them onto the PD's computer, edited and carried the programme down to the Studio for broadcast with RAMBO or, when the file was too huge (which takes about 5 minutes of an Adobe Audition wav file) to fit onto RAMBO, I burned it onto a CD. The computer was being used by Jess, Emily and myself so it was challenging at times to be able to edit consistently and at my convenience/without inconveniencing others. Even when recording in Studio A they had to be taken up to the PD's office for editing. This was more of a time issue than anything, and I don't know if I was expected to push more for getting studio 'a' ready, but my impression was that if it was possible to do it in another way, then that route should be taken. I don't think that I could have foreseen this problem; retrospectively it is clearer.

It was useful to travel around downtown and find posters and pamphlets about summer activities that we did not normally receive through mail/drop-off/email. These were added to the smooth operator binder on a weekly basis. I went 'a-huntin'' Monday mornings. The public library is a great place to start. Also, on three occasions I posted specifically for smooth operator around the downtown area, including at the tourist information centre.

The Peterborough Arts Umbrella is a good contact if you are interested in following up on events, getting interviews etc. I would recommend e-mailing them with a general statement of interest and they will send you contact people. (contact info below). Peterborough New Dance is also a great organisation to contact and really helpful; they let me attend a rehearsal to get a sound-recording for one of their performances this summer (contact info below).

Following is a list of artists/organisations that may be of interest; some of whom I interviewed this year:

- Fair Vote Canada, if they are doing anything at the time: Munroe Scott would be a GREAT person to interview; he deferred me to Larry Gordon, the President of the organisation, but I think that he would have been a better choice, despite reluctance/modesty. Phone:
- Jack Sisson, Turtle Trauma Centre: 748.9301 x 2303.
- Peterborough Symphony Orchestra/Kawartha Youth Orchestra: psa@trytel.net
- Carmella Valles, New Canadians Centre (I interviewed her for Canada Day and left some Trent Radio info-sheets at the centre with their other pamphlets) 743.0882
- Julie Dotch, Multicultural Centre of Peterborough (re: Canada Day as well)
- Michael Hermiston-walking meditation & jazz performance—email: mikaladh@yahoo.ca
- Ptbo. Arts Umbrella: 749.3220.); pau@pipcom.com; their website is <http://pau.dreaming.org> (contact: Laura De Vrij
- Ptbo. New Dance: www.publicenergy.ca
- YWCA's JustFood initiative:
- Ptbo. Museum and Archives: interested in perhaps some relationship between Trent Radio and their Drama Camp. 743.5180. Contact person may be Claire Neily: CNeily@city.peterborough.on.ca
- Trent Valley Archives—sent me a psa but no interview—745.4404.
- Hospice Peterborough: www.hospicepeterborough.org; I was in contact with Jackie, who was wonderful. Student, though, hard to say if she'll still be there.
- Nathaniel Christopher, who ran the Trent Student summer paper, Toast. Don't know if he will still be doing it; contact Arthur at Stratton House,
- Art Gallery of Peterborough—743.9179.
- Allen Pulker is an excellent contact concerning contemporary classical music scene in Peterborough (it was called the boathouse series this year) Email him at info@thewholenote.com.

The rest of the content for producing an 'enhanced smooth operator' and 'increasing the circulation of trent radio in the community' (as I the position was described to me during the interview, by Emily McClung and James Kerr respectively) comprised contacting individuals in the the community to come in and discuss projects they were involved with (including Danielle Raymond on Deep Wireless, Wayne Elliot, the guy who was putting together a lot of shows and who did the Artspace flood benefit concert, Esther Vincent re: Cooked and Eaten series, Liz Brockest re: a benefit run during the Lift-lock celebrations, among others). It does not seem relevant to include contact information for these people as I do not know if/when they will next be involved in a project, still be in Peterborough, etc. I suppose, then, that my advice would be to follow up/expand on public service announcements at the time. People are really receptive to being involved in Trent Radio in a way that does not require a huge amount of technical/time commitment on their part. Certainly it is my impression that many more people are aware of the possibility of involving themselves/their organisation in Trent Radio. It is a very exciting position, and as stated, my only advice for making it more effective would be to provide sufficient working space (where possible) and to be seasonally-sensitive re: not-for-profit organisation schedules and seasons.

I would like to offer my continued support and interest in finishing more PSAs for the coming season (in volunteer capacity).

all capitalising of letters decisions in this document were made by auto-format.

I submit this report with warmest thanks for this opportunity from Trent Radio.

sarah mackillican
s_mackillican@hotmail.com

Sponsorship/Fundraising Report for BoD Meeting 30 Aug 2004 prepared by Jessica Dabros 19 Aug 2004

Starting in the newly established position as summer sponsorship/fundraising coordinator has been a challenging yet rewarding task. Fundraising is new ground for almost everyone here at Trent Radio. This made my first couple of weeks difficult because I was not entirely sure where to start and there was no one to tell me. I have tried to set this report up both to share with the board what has happened over the summer and also to serve as a guide for whomever will take over this position in the future.

Keep It Country Fundraiser

This was our first event of the summer. Organized primarily by Barb Holtman and Barb Bell this event was a huge success. Two hundred and fifty people attended and we raised over \$2500 for the tower project. My main responsibility for this event was covering the finger food, which we received through donations. To do this I visited many restaurants in the downtown core, presented their manager with a letter explaining why we needed the donations and what the money from the event was being used for. I also took with me a sign up sheet so that we could confirm, on the spot, what exactly was being donated and to set up a time for pick up. This worked out very well. The businesses were quite generous and eager to help out with Trent Radio. **(These may also be businesses we might want to consider asking about sponsorships in the fall.)** The businesses included:
Subway (at Water and Parkhill) /manager: Shauna
Grassroots Vegetarian Café /owners: Jay Plouffe and Paul (?)
The Night Kitchen / owner: Tim Wetherup
Champs Sports Bar
St Veronus
Aasmaabik's bakery and bistro / owner: Shawn Adler
Pita Pit

Following the event we made on air announcements thanking these businesses for their support and we made sure to send them thank you notes. We also bought and made egg, tuna and canned ham sandwiches. The food went over well and everyone seemed happy. I was also responsible for picking up all of the food as well as some of equipment in the bus. I found it very helpful owning a vehicle in this position as there seemed to often be need.

A side note, regarding this event is it seems that everything that happens at the TrentWinds has to be run by the owner first (for instance, putting up the event on the front sign, borrowing a coffee urn etc.) and he is normally ill-disposed (drunk) after about 11am and yet nothing can be done without him..

Radio On the Lawn

Radio on the Lawn was quite a lot of fun this year. We had a large amount of stuff donated to us by programmers. We put out a number of emails asking for donations. We had originally planned to hold a number of kids events (including hair wraps, giant bubble blowing) to attract families to come on down but this did not seem extremely successful. There weren't many kids who showed up and the ones who did, didn't really participate in the activities we had put out for them. We also had live music on the lawn, evidently. I worked together with Jill to put together the line up for the day. Jill and John covered the sound for the day and the rest of us looked after sales. We advertised for the event on the same poster for a Trent Radio benefit at Grassroots the next day. I believe this may have attracted more people. Myles Conner who does graphic design helped me put together the posters which turned out looking quite professional. Myles was quite happy to help us out as he is a supporter of the station and it helped him build his portfolio. Myles phone number is 741- 3255.

Coffee house at Grassroots café

The folks at Grassroots have been absolutely fabulous to us this summer! It was my vision to begin having monthly coffeehouses to help generate a regular source of money coming in. Jill had been holding coffeehouses at the Spill throughout the school year, however I wanted to experiment having them at a licensed location. Grassroots was eager for us to hold events there as it helps to draw people in for them as well. It turned out to be quite a mutually beneficial endeavor. The first coffeehouse was held in the beginning of July. Washboard Hank did an awesome job as host for the evening and there were a few performers who wanted simply to be on the same bill as him. Grassroots generously offered to pay for any sound equipment for the event. We decided to rent the equipment off Hank so we could give him some money in return for his support. We had originally hoped that Jeff Stewart would host the evening with Hank but he was unable although this may be an exciting future possibility. We were able to set up for the show on the patio, which did wonders for bringing people in off the street. We also took down our banner, which we hung along the railing of the patio. We charged \$5 for this event but found that it was too much. Most people would not pay \$5 and paid us \$2 or \$3 instead. However we were able to raise over \$200. It was necessary to call and remind the performers of the event several times before the

event including the night before or the day of. Here is a list of performers who performed at the show and their phone numbers.

Musician List

NAME	CONTACT
Leigh Mcdonald Spoken word	876 1206 b2leigh@hotmail.com
Chris Collins	742 1565 chris@cheapsuits.ca
Jordan Mack	jordan.mack@sympatico.ca
Hank Fisher	743 4047 washboardhan5@msn.com
Christian Johnston	fistful65@hotmail.com
Jenny Rosser Spoken word	mauvemango@hotmail.com
Jonah Markovitz	jonahmarcovitz@yahoo.ca
John Bodner	749 6919 johnbodner@trentu.ca
Jess Rowland	748 3711 jesstuff@hotmail.com
Benj Rowland and Drea	749 1360
Jessica Rustidge-Johnston	745 4363
Silver Hearts	741 4907
Weber Bros Michael Bates manager	657 1450
Giovanni Matamonas	giovanni_1980@yahoo.com
Josh Fawings	743 1637
Karl Lawson/ The Spades	750 1845
Jessica rustidge Johnston	745 4363
Drea	749 1360
Benj Rowland	749 1360
Carl Manager of The Spades	Bus:750 1845 Cell:761 5275

DJ Night at Grassroots

In an attempt to collect as many performers as possible for our rolodex and provide some variety and spice to our lives I decided to put together a dj night. This turned out to be another great success. We charged only \$3 for this event, an amount which seemed more reasonable and in the end we made almost the same amount as we had at the first coffeehouse. Once again we set up on the patio. This time we rented our equipment from Maar's music, they rented to us for a fraction of the original price for mentioning them as a sponsor during the show.

(Possible other business to approach for a sponsorship) Once again Grassroots paid for our equipment as they will continue to do for all of our events. Regarding these arrangements, as well as in booking the night, which has to be done in advance, it is best to speak with Paul as opposed to Jay. Jay always forgets and Paul ends up making the decisions in the end anyhow. Once again it was necessary to contact the performers to remind them before the show. Here is a list of the dj's.

DJ List

Name	Contact
Jarret	743 3906
Jasmine Courneya	740 0787
Kathleen aka Hot Rod	927 6460
Gord Devillers	749 0649
Nick Ilszakovits	876 8238
Michael Goede aka tonguetied	755 1058 Michael@whyso.com
Rainos Mutamba	742 5649 rmutamba@trentu.ca
Brian Wagner	868 0544
Chaka	939 6303

Sponsorships

I have updated the pamphlets and written a letter to include with them to approach new businesses for sponsorships. Once this package was completed and I was ready to begin canvassing, we had the flood and I did not feel that it was an appropriate time to approach businesses for money. I will continue with this in the fall.

Good Ideas which haven't come into fruition and Future Possibilities

The Spades and particularly the manager of the Spades, Carl, have been quite interested in putting on a fundraising event for Trent Radio. Currently, Carl and I have been discussing plans for an event at Market Hall in the fall. Carl is able to secure this location for \$300. He told me that he would be able to book the music for the event if we handled the publicity and organization. He hopes to be able to headline with The Sadies along with The Spades. This would definitely be a dynamite show if we can make it work. Carl feels confident that we would be able to fill the house, three hundred people, at ten dollars a ticket. This could be an event which could potentially bring in a significant amount of money.

The manager of the Weber Brothers, Michael Bates, approached me early on during the summer about the Weber's doing a benefit for us. He ended up being unreliable and just stopped replying once I pursued his offer but he had a good idea. Apparently, it is possible to rent the Liftlock Cruise boat for only \$500. I believe the boat seats 100 people and the suggested ticket price for a musical cruise is \$15/ticket. It is easy to fill the boat for a blues cruise/ booze cruise and the boat can be paid off through ticket sales. Definitely something to keep in consideration for next summer.

I spoke in length with David LaRiviere from Artspace about the fundraising they do there. He suggested that we look into grants during the fall. The other item that may be of interest to us is Bingo. Artspace receives over \$30,000 a year from bingo. The return from this venture would be amazing but there seems to be quite a lot of pitfalls. The Kawartha Bingo is run entirely by charities and I was told by the co-ordinator there that all the spaces are full and in twenty years she has seen only one charity give up there night. There is a lot of red tape to deal with, such as getting a gaming license and being checked out as a veritable non-profit organization. One idea I had was to ask a number of organizations if they would be willing to give up one night every six months or every year so that in the end we would be able to have a regular night for Trent Radio.

I know that there is more that was accomplished this summer but I have covered all the big ones. I hope this is sufficient and I would like to thank everyone, particularly John, for the opportunity to work here this summer. I've had a blast! Thanks so much.