

## **TRENT RADIO BoD AGENDA 20 April 2011 - 19:15**

01. Chair's Opening Remarks and Agenda Approval
02. Presentation of Previous Minutes - 23 March 2011
03. Operations Report
  - a) Financial Statements to 31 March 2011 - see attached
  - b) Production Manager's Report (J Staveley) - see attached
  - c) Programme Director's Report (James Kerr) - see attached
  - d) General Manager's Report
    - i. Upper apartment renovations plan and budget:
    - ii. Summer Operations Manager Appointment
04. Other Business
  - a) Review of and setting summer meeting dates  
- Wed, 22 Jun & Wed, 31 Aug 11
05. Next Meeting (Wed, 22 Jun 2011)
06. Adjournment

MINUTES OF THE BOARD OF DIRECTORS MEETING held at Trent Radio House, 715 George St. N., Peterborough, Ontario on 23 March 2011 at 7:27 pm.

P R E S E N T: Andrew Culkeen, David Grenon, Steve McNabb, Cailleigh Morrison, and Jacob Quinlan

R E G R E T S: Meaghan Culkeen, and Matthew Jarvis

Also Present: James Kerr, Programme Director, and John K. Muir, General Manager

01. Notice of this meeting having been made to all the Directors, and a quorum being present, the meeting was declared duly constituted and called to order at about 7:27 pm, with Cailleigh Morrison acting as Chair and Andrew Culkeen acting as Secretary.
02. Previous Minutes: The minutes of the previous board meeting were presented. UPON A MOTION duly made, seconded and carried unanimously, the minutes of the previous Meeting, held on 16 Feb 11 were approved as presented.
03. Business Arising: There was no business arising not covered in other reports.
04. Committee Reports:
  - a. Trent Radio Community Committee: - J Kerr & C Morrison (see attached for written commentary) Points on the TCSA election and referenda process were presented, reviewed and discussed.
05. Operations Report:- see attached
  - a. Financial Statements to 28 Feb 11.
  - b. John K. Muir presented the General Manager's Report – see attached

UPON A MOTION duly made, seconded and carried unanimously, the Operations Report and General Managers Report were approved.
06. There was no other business to be discussed
07. Next BoD meeting is scheduled for Wed 20 April 2011 at 7:15pm.
08. There being no other business, the meeting was adjourned at 8:10 pm.

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Cailleigh Morrison, Chair

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Andrew Culkeen, Secretary

## Operations Report for the Board of Director's Meeting 20 April 2011

Prepared by John K Muir

a Financial Statements to 31 March 2011 - please see attached

b Production Manager's Report (J Staveley) - see attached

c Programme Director's Report (J Kerr) - see attached

d General Manager's Report

- i. Upper apartment renovation plan and budget: As reported to the Board and Membership over the past several years, the upper apartment needs repairs and some minor upgrades. While it has been a golden goose, generating more than \$130,000 over the past 25 years, the 1853 plaster walls & ceiling have deteriorated even more from the rough shape they were in when the building was purchased in 1984. A temporary "fix" was made by applying a layer of 1/2" drywall to cover holes in the walls in about 1989. Unfortunately, the drywall sits proud of the baseboards and other woodwork, and the edges are breaking down. Meanwhile, the ceiling is cracked and mainly held together by coats of paint. This needs to be torn out and replaced, along with the bathroom sink and tub surround, the kitchen sink and counter-top. On the outside, the landing, stairs, and George Street overhanging roof need repairing. While the work is extensive, it is not in any way structural, and the wiring, heating and windows are in good shape, so Trent Radio will act as its own general contractor. It is recommended that the budget be set at an upper limit of \$20,000 which would cover labour, materials and contingencies.. It is anticipated that the work would take place over the months of May and June and the apartment would be ready to rent again for July 1st. The funding is to come from a five-year mortgage loan from the same source as the contract obligation loan bearing the same interest of 8.5%.
- ii. Summer Operations Manager Appointment: The SOM11 hiring committee comprised of the Production Manager, the Programme Director and the General Manager reviewed applications, conducted interviews and are pleased to announce that Stephanie Bailey has accepted the appointment. Ms. Bailey will start her duties on Mon, 02 May 2011. A full report on the related HRSDC grant application will be available at the next BoD Meeting.

[end]

**Trent Radio Comparative Balance Sheet (subject to adjustment and review)**

ASSETS			LIABILITIES		
	@ 31Mar11	@ 31Mar10		@ 31Mar11	@ 31Mar10
<b>CURRENT ASSETS</b>			<b>CURRENT LIABILITIES</b>		
Raffle & Bingo Acct	0.00	0.00	Accounts Payable	(4,171.29)	3,826.52
Boost & Freq Acct	5.93	5.93	Contract Obligation	0.00	2,817.63
General Funds Montreal	8,611.32	2,239.20	Deferred Income	710.00	695.00
ING Savings	26,365.42	25,127.43	Accrued Liabilities	0.00	0.00
Cash In Bank	34,982.67	27,372.56	Trillium StudioC	0.00	5,638.26
Petty Cash: Programming	0.00	0.00	CPP Payable	0.00	(0.00)
Petty Cash: Admin	(74.96)	(51.30)	UIC Payable	0.00	(0.00)
Petty Cash: Summer Admin.	0.00	0.00	Income Tax Withholdings	(0.00)	0.00
Term Deposits	0.00	0.00	Receiver General Net	0.00	(0.00)
Accounts Receivable	157.73	3,826.89	Health Benefit Payable	0.00	0.00
Doubtful Accounts	0.00	0.00	Other Withholdings Net	0.00	0.00
Receivables Net	157.73	3,826.89	<b>TOTAL CURRENT LIABILITIES</b>	<u>(3,461.29)</u>	<u>12,977.41</u>
Student Levy Receivable	0.00	0.00			
Prepaid Expenses	781.37	783.40	<b>LONG TERM LIABILITY</b>		
<b>TOTAL CURRENT ASSETS</b>	<u>35,846.81</u>	<u>31,931.55</u>	CO Long Term Loan	56,767.47	61,903.99
			Deferred Contribution	8,505.95	15,712.57
<b>FIXED ASSETS</b>			<b>TOT. LONG TERM LIABILITY</b>	<u>65,273.42</u>	<u>77,616.56</u>
Land	10,000.00	10,000.00	<b>TOTAL LIABILITIES</b>	<u>61,812.13</u>	<u>90,593.97</u>
Buildings	94,439.07	100,339.07			
Office Equipment	20,774.21	20,774.21	<b>NON-SHARE EQUITY</b>		
Technical Equipment	237,339.40	237,339.40	Retained Surplus/(Deficit)	(37,686.33)	(32,607.14)
Technical Renovations	9,913.00	9,913.00	Previous Year-end Adjustments	0.00	0.00
Fixed Assets at Cost	372,465.68	378,365.68	Net Retained Surp/(Def)	(37,686.33)	(32,607.14)
Accumulated Depreciation	(342,928.34)	(319,567.95)	Current Surplus/(Deficit)	41,258.35	32,742.45
<b>TOTAL FIXED ASSETS</b>	<u>29,537.34</u>	<u>58,797.73</u>	<b>TOTAL NON-SHARE EQUITY</b>	<u>3,572.02</u>	<u>135.31</u>
<b>TOTAL ASSETS</b>	<u><u>65,384.15</u></u>	<u><u>90,729.28</u></u>	<b>LIABILITIES AND EQUITY</b>	<u><u>65,384.15</u></u>	<u><u>90,729.28</u></u>

**Trent Radio Comparative Income Statement (subject to adjustment and review)**

REVENUE	01Sep10-31Mar11	01Sep09-31Mar10	EXPENSE	01Sep10-31Mar11	01Sep09-31Mar10
<b>GOVERNMENT GRANTS</b>			<b>PERSONNEL</b>		
Federal Grants	0.00	0.00	Programming Wage	10,792.00	10,944.00
Provincial Grants	0.00	1,083.00	Technical Wage	9,000.00	4,400.00
Municipal Grants	0.00	0.00	Publicity Wage	0.00	0.00
<b>TOTAL GOVERNMENT GRANTS</b>	<u>0.00</u>	<u>1,083.00</u>	Administrative Wage	12,152.50	16,380.00
			Benefits	936.00	524.00
<b>FUND RAISING</b>			CPP Expense	1,406.12	1,446.86
Corporations	3,325.00	0.00	EI Expense	798.52	807.32
Foundations	0.00	0.00	Total Wages & Benefits	35,085.14	34,502.18
Private	4,166.60	3,144.25	Programming Fees	0.00	9,353.43
Leadership	0.00	0.00	Technical Fees	0.00	0.00
Donations "In Kind"	0.00	0.00	Publicity Fees	0.00	0.00
Net Donations	7,491.60	3,144.25	Administrative Fees	2,165.00	1,537.50
Trent Student Memberships	84,795.00	83,670.00	Total Fees	<u>2,165.00</u>	<u>10,890.93</u>
Commercial & Non-profit	300.00	0.00	<b>TOTAL PERSONNEL</b>	<u>37,250.14</u>	<u>45,393.11</u>
Individual Memberships	800.00	620.00			
Discretionary M'ship Exp	0.00	0.00	<b>SUPPLY &amp; EXPENSE</b>		
Net Memberships	85,895.00	84,290.00	Publicity & Promotions	73.57	398.21
Special Events	2,090.22	1,306.55	Equipment Rental	0.00	200.00
Special Events Expense	(598.97)	0.00	Line Rental	2,387.12	2,291.94
Net Special Events	1,491.25	1,306.55	Rental Other	152.25	40.00
Fundraising	990.25	0.00	Net Rentals	2,539.37	2,531.94
Fundraising Expense	(499.00)	0.00	Postage & Delivery	465.82	27.55
Net Fundraising	<u>491.25</u>	<u>0.00</u>	Office Supplies	602.51	406.18
<b>TOTAL FUND RAISING</b>	<u>95,369.10</u>	<u>88,740.80</u>	Telephone	626.94	618.99
			Utilities	2,542.44	2,221.03
<b>EARNED REVENUE</b>			Programming & Licence	984.40	2,551.55
ON AIR Sponsorship	2,550.00	0.00	Building R & M	987.59	1,308.58
ON AIR Sponsorship Expense	0.00	0.00	Building R & M Upper Apt	1,415.04	95.60
Net ON AIR Sponsorship	2,550.00	0.00	Technical R & M	5,716.39	2,743.20
Net "RADIO PAPER"	0.00	0.00	Net Repair & Maintenance	8,119.02	4,147.38
Net Other Sponsorship	880.72	3,630.24	Professional Fees	50.00	0.00
Tape Sales	0.00	0.00	Insurance	4,296.74	4,418.16
Tape Sales Expense	0.00	0.00	Travel	0.00	50.00
Net Tape Sales	0.00	0.00	Volunteer Expense	405.04	430.87
Rental Income	4,970.00	4,865.00	Bank Charges	185.44	222.58
Net Misc Sales & Services	570.00	1,475.00	Mbanx Loan Interest	2,798.65	2,934.59
<b>TOTAL EARNED REVENUE</b>	<u>8,970.72</u>	<u>9,970.24</u>	Net Interest	2,798.65	2,934.59
			Depreciation	0.00	0.00
<b>MISCELLANEOUS REVENUE</b>			GST Paid	0.00	818.08
Interest Income	173.78	119.01	HST Paid	2,262.69	0.00
Micellaneous Revenue	0.00	0.00	Bad Debts	52.69	0.00
Amortisatn Dfrd Contribtns	0.00	0.00	Miscellaneous	(0.21)	0.38
<b>TOTAL MISC REVENUE</b>	<u>173.78</u>	<u>119.01</u>	<b>TOTAL SUPPLY &amp; EXPENSE</b>	<u>26,005.11</u>	<u>21,777.49</u>
<b>TOTAL REVENUE</b>	<u>104,513.60</u>	<u>99,913.05</u>	<b>TOTAL EXPENSE</b>	<u>63,255.25</u>	<u>67,170.60</u>
			<b>NET INCOME</b>	<u>41,258.35</u>	<u>32,742.45</u>

**Production Manager's Report for BoD Meeting 20 April 2011**  
**Prepared by Jill Staveley**

**INTRO**

It's been a great year at Trent Radio and this year, more than ever, our archiving and production staff were a stellar group of creative, motivated and independent workers. Not having to micro-manage all aspects of each position, and being able to confidently rely on our team has made my transition into being a working mom possible. Please accept my sincerest thanks to everyone involved for all of their hard work and unyielding passion for Trent Radio.

**PROJECTS:**

**(i) Radio Free Peterborough (Ongoing):** Our contributions to RFP have been at a standstill for the past year. Andrew Culkeen will be acting as RFP liaison, and we will be preparing and delivering Local Tracks to RFP very soon.

**(ii) Story Book Project (Incomplete):** My major project this year started out as the production of a Story Book CD. The initial steps were completed, including gathering written material, and meeting with artists, but we have since met multiple setbacks, mostly based around ownership of scripts, and the desire of the writers to make things 'perfect' before moving forward. I hope to use StudioC to produce at least a few of these pieces over the next few months, and end up with at least a small series of projects for our archives.

**STUDIOB (OWSP):** Anthony Gulston was back in StudioB this year, and will be returning in the Fall of 2011. He had a very successful year training 32 people in the studio, working on over 70 production projects in the studio and providing encouragement to everyone he worked with in a patient and accomplished manner. Halfway through the year we found that his StudioB shifts were not running smoothly, so we restructured the StudioB Training schedule into two weekday time slots where Anthony could provide assistance/training, or work independently on projects. This new system increased efficiency, and productivity levels, as well as created a distinct line between Anthony's paid work, and volunteer efforts. I suggest that we use this model again next year.

**INCOMING MUSIC ARCHIVIST (OWSP):** Overseeing all IMA duties with enthusiasm and care, Matthew Jarvis has been an all around pleasure to work with this year. Archiving started at CD17825 and ended around CD18300, duties related to email tracking were dealt with efficiently, visibility of new music at Trent Radio was increased with direct communication with programmers and promotion of new albums on-air, and general upkeep and maintenance of the archive was taken care of.

**INCOMING MUSIC ARCHIVIST ASSISTANT (OWSP):** Hired in December to work as Matt's assistant, Travis Haws has successfully been trained on the basic duties relevant to the IMA position, and has a general understanding of the additional tasks that will become his responsibility when he returns in the Fall of 2011. Travis has proven himself as a very quick learner, and an exceptional independent worker. I look forward to working with him next year.

**SPOKEN WORD ARCHIVIST (TIP):** Ekaterina Smolina worked as our SW Archivist this year. I provided Ekaterina with a general overview of the archives, associated training, and kept in regular contact with her throughout the year. She swiftly took on the role of

managing the all aspects of the SW Archives. Tapes 1062\_0 through 1094\_0 were digitised; 7 CDs were added to the server, SW Database revised and updated, along with associated hard copy forms, and the SW Archivist Instruction Manual has been updated. The next steps are to finish data entry for the SW Database, continue to deal with stray tapes not included in any archives around the House; fill out hard copy paper records for any archives not already included in the binder. Ekaterina will not be returning to Trent in the Fall, and I have begun to interview potential candidates for the position.

**PHYSICAL PLANT (OWSP):** In my opinion, Trent Radio House was the least clean that I have ever experienced this past year. This was due to many factors that I have discussed with both Anthony and Matt. Though I feel that it is not ideal to have the Physical Plant duties lumped into the StudioB & IMA job responsibilities, I also understand and agree that it is our best option based upon funding. In hopes of having a cleaner Trent Radio next year, Anthony, Travis and I will meet first thing in September to come up with realistic game plan and outline of expectations. It is also my hope that all staff members, board members, programmers and operators will pitch in to help keep the facility cleaner next year.

**GRANT APPLICATIONS:** This year we decided to seek out new streams of funding for Trent Radio, specifically through grant opportunities. We received a grant of \$1000 from Theatre Trent in January, and have been advised to apply for funding from them on a regular basis. We submitted a project application to The Community Radio Fund of Canada in March that, if granted, would enable us to hire a second Summer Employee. We are also in the process of preparing a grant application to the Community Foundation of Greater Peterborough (due April 29<sup>th</sup>) for project funding, and we are in the process of determining whether we would be eligible for a Canada Council of the Arts 'Media Project' grant (due May 15<sup>th</sup>). If we were eligible for the CC Media Arts grant, it would open up new doors for operational and emergency funding in the future.

***\*\*Each grant application usually requires Board Ratification: Could the Board please approve both our CC (Media Projects) Grant Application, and our Community Foundation of Greater Peterborough (Project Funding) Application in the minutes from this meeting.***

**SPONSORSHIPS:** Thanks to the efforts of our staff and board members this year, we have done very well with sponsorships to date. By the end of the season, all necessary sponsorship documents will be available for volunteers and board members so that they can approach and provide information to potential sponsors. This information will be available in hard copy in a small black briefcase at Trent Radio House, as well as available electronically by request. Currently we have the following sponsors on board at Trent Radio: Bryston; The Venue; Sam's Place; Dreams of Beans; Titles Bookstore; Renegade Apparel; NCC; Sadleir House; Black Honey.

[end]

## **Programme Director's Report for the period Sep10 – Apr11 for BoD Meeting 20 Apr 2011 prepared by James Kerr**

### **The Direction of Programming**

This year the Community Committee, Operators and Board spent the year developing special and project-based programming to pursue operational goals and with the Spring referendum in mind.

There were six event days in the 2010-11 broadcast season, beating last year's record of five. This year saw Trent Radio working its hardest to be known on campus and in the community. It was important that the regular broadcast schedule not feel disrupted or infringed upon by the referendum campaign, but colour the year with a sense of activity and community spirit.

Regularly-scheduled programmes were shorter this year, with only a handful of shows longer than an hour. Although the average length of time for a programme remained an hour, there were more half-hour shows.

Scheduling fortnightly has been discouraged as it leaves alternating gaps in the schedule when one programmer of the set drops out. New programmers often express interest in having a show every other week only because they lack confidence, or are "testing the water", however, it is difficult for newcomers to fully engage in the medium and the organisation on this basis. Instead, new recruits are encouraged to "jump right in" and take on a weekly commitment. The few fortnightly shows were for seasoned contributors, who would not have been otherwise able to participate. Balancing weekly and fortnightly scheduling was rewarded by consistency from first-time weekly, and veteran fortnightly programmers.

Mornings are not a popular time for programmers, and is often assigned to late applicants. Typically these programmers drop out after the Christmas break or pounce on the opportunity to change to an afternoon time as available. When developing morning programming in the future, it is important to schedule programmers who actively seek a morning time and encourage them to have longer programmes, so that the consistency of weekday morning programming does not dwindle in the Spring.

Evenings remained popular, with prospective programmers often applying for times outside an Operator's ability to stay late enough to provide support. This shows a great amount of interest for programming as we are never short of applications, and I consider it a good sign.

**Programme Selection** occurs at the beginning of each season, prior to the Fall and Summer Seasons.

Drawing from the membership and potential-membership, the Programme Director seeks to construct a full and balanced schedule. With help from a collection of generous Operators to act as a Programme Proposal Review Committee, the proposals are reviewed and evaluated based on the following criteria:

- a) Is the Proposal complete? If so what's missing?
- b) Comment on the Programme Outline. Note strengths, weaknesses, high points, low points etc.
- c) What suggestions or feedback do you have?
- d) Do you have confidence that they can and will do it? Comment on what potential is there.
- e) Do you recommend this show for scheduling?
- f) Do they need turntable training? Phone training?

Should the programmer fall short on one of these criteria, their proposal requires revision or redirection.

Characteristically, the potential programmer will meet with the Programme Director and together they'll review the programme ideas, Trent Radio's approach and the nature of producer-oriented programming. The proposal is then redrafted with these ideas in mind, and generally the applicant is much happier with their second attempt.

**Operators** There were fewer Operators this year than last, however, when Production Manager Jill Staveley changed her schedule to open mornings and provide support, we found the schedule with almost full time-support, three shifts per day. This was ideal. The list of Operators tends to represent key volunteers, eager to help in ways beyond programming. These volunteers were



crucial to the referendum initiative. They were active in putting up posters, soliciting signatures, and doing their best to gain positive exposure for Trent Radio.

**Regular Programming** In the fall, vacuuming the hallway in front of Studio A became problematic as there was always someone in the studio broadcasting live. Although this was less of an issue in the latter half of the Spring Season, the 2010-11 Broadcast year introduced the idea that there could be *too much* live broadcasting. In the future, just as time is set aside in the schedule for Smooth Operator and Studio Training, so there should be a space for pre-produced content (perhaps showcasing previously-broadcast event day programming), to ensure there is enough time to vacuum the hallway.

**Perceived Sea Changes** “Electronica” music was very popular this year. While subcategory 21 (pop, rock, dance) is still the most popular subcategory of musical selections played, the changes made by the CRTC effective September 1st 2011 formally ratify subcategory 36 as audio art, electronic and custom-made music. An increasing number of programmers’ musical selections are “Electronica”, “Experimental” and “Custom-made” music, by definition not representative of mainstream media, but traditionally misrepresented under subcategory 21. Now that these musical genres are considered subcategory 36, we are no longer obligated by the CRTC to limit the time spent on these genres in the broadcast week the way we are for subcategory 21. Perhaps in reaction to the rise of electronic music, the use of vinyl increased significantly this year, however, subcategory 34 (Jazz and Blues) remains weak.

### **Trends 2010-11**

- “Electronica” music as distinct from Category 21 (Pop, Rock, Dance)
- Vinyl and turntablism
- Politics
- World Music
- Event Day Programming

**Smooth Operator** Due to the tight schedule constructed in the Fall with more programme proposals submitted than could be immediately scheduled, Smooth Operator was cancelled on Tuesdays and Wednesdays to make room for all the proposed programming. This worked for the 2010-11 broadcast season, but in the future the Smooth Operator schedule should be maintained. The consistency of having a regular 11am, 2pm, 6pm time from which to refer for interview bookings is too good of an avenue for community outreach to be mitigated by a schedule interruption. Streamlining the process with a standardised sign-up sheet that can be referred to by Operators and Co-op students, even outside their times or responsibility, facilitated many interesting interviews. Highlights of these were: former Trent Radio programmer George Kovacs on the release of his new book, Steven Sadleir interviewed by Anthony Gulston about his new book, an interview with the musician Kaos, and Katie Adamson’s interview of a health doctor in the United States.

**Student Co-op Placements** Co-op students are finding a better place within the structure of Trent Radio, not just hosting Smooth Operator but balancing with that their own programming ideas, post-production and project-basis programming. The greatest extension of this is Kirk Jennings’s “Talk to Me” coverage of the 2011 elections, where he will be interviewing local political candidates.

### **Goals & Results 2010-11 with Plans for 2011-12**

#### **1. Goal: Student Membership / Levy Increase**

Many of the initiatives build up over the last few years have been geared towards increased student awareness. Articles in the Arthur, an increased presence on campus, and other attempts to foster greater student involvement have all been employed in order to lead us to another

attempt at increasing student membership fees that has not changed since 1989. While the significant increase of student programmers in the 2009-10 season gave us a promising outlook towards a referendum vote, the drop down to 2008-09 numbers in the 2010-11 season have made it a necessity to increase Trent Radio awareness-raising events and campus presence leading up to the vote, if we want to achieve the goal of a successful vote in March 2011. One of the primary reasons for the decreased student involvement this year (from 50 to 36) is the graduation of many Trent Radio programmers, who, despite the fact that they are no longer students, continue as programmers. We therefore have a great body of alumni programmers in our 50 community members, none of whom have a vote towards the student levy increase. Support for Trent Radio from the student body and the Peterborough community is great, and the primary goal of the 2010-11 season is to channel that support towards a Yes vote (and quorum) at the student elections this year.

**Result:** Victory for Trent Radio for both questions. In regards to the proposed \$3 increase, 643 for and 569 against. In request of CPI, Trent Radio succeeded by 669 votes for and 587 votes against. This goal was a resounding success due in large part to the efforts of Stephanie Bailey, PD assistant, and the Trent Radio Community Committee, specifically Trent Radio's President of the Board, Caileigh Morrison. It took canvassing, talking to students one-on-one, and coming up with new and clever strategies to increase awareness, but it is, happily, accomplished.

**Plan for 2011-12:** With an increase of the student membership fee, it will not be necessary to pursue a further increase next year, and, with hope, not for another long while.

## 2. **Goal:** Community Events.

The goals in previous years have alternated between increased campus presence and increased community presence. In pursuing students I do not want the community side of Trent Radio to be neglected. Locations like Sadleir House, which is both a downtown location and campus, are ideal for holding so-called campus events that can also be community-events. Our goal this year is to maintain a distinct presence in the community while we are pursuing a successful referendum with our student members.

**Result:** All efforts this year took a backseat to the Membership campaign. Events were not undertaken unless they could benefit its progress, but as a happy residual our community ties were strengthened both in Peterborough and on the Trent University campus. This goal was accomplished, although perhaps not for its own sake, by virtue of our continued efforts to get out there and make our presence known.

**Plan for 2011-12:** A balanced approach to community awareness between the Trent University student body and the Peterborough community is the best approach; not valuing one over the other but satisfying both. The risk is that events could become insular socials, so community events should continue to explore new territory, balancing a greater on-campus presence with events and more exposure at downtown venues.

**Studio A 2010-11:** As Studio A updates with technology and becomes more computer-driven, and prospective programmers are increasingly comfortable with technology, technical training in Studio A becomes easier. John K. Muir continues to provide great insight into the inner and outer workings of Trent Radio when he performs Studio A training, and when formal training ends, any further training required is organised on an adhoc basis organised between John Muir, Jill Staveley and myself. Previously it was a struggle to convince programmers to sign their initials on the programme logs, but this seems to be improving. If programmers are getting so comfortable with technology and approaching radio equipment, then the direction that should be taken with Studio A training is a further focus on signing the Programme Logs and filling out Music Sheets.

**Studio B 2010-11:** After skipping a year, Anthony Gulston is back as the Studio B trainer. When training was slow, Anthony was not, producing promotional radio spots for the various fundraisers, event days and all manner of news surrounding the referendum campaign not just for Trent Radio, but for other Trent University Clubs & Groups similarly involved in campaigning. Anthony was also heavily involved in the post-production of various community members' radio dramas, most notably Danen Poley's three-and-a-half hour production of Hamlet

**PD Assistant/Trout Rodeo editor 2010-11:** Stephanie Bailey resumed her appointment to this position and continues to be instrumental to the smooth operation of Trent Radio, specifically in putting up posters, campaigning, and garnering signatures for Trent Radio's referendum campaign.

### **Fundraising 2010-11**

The Trent Radio Community Committee spearheaded fundraising efforts this year to coincide with our referendum campaign. Fundraising was especially important when, at the end of November, Trent Radio's transmitter needed repair. An emergency fundraiser was held at the newly-opened Cannery Arts Centre. The space was generously donated by Meaghan Culkeen and Mike Duguay, who also performed. T-shirts were prepared by Renegade Apparel through a Sponsorship and sold well, with 80 of them gone on that first day. Buttons and CD compilations of Studio C projects were also for sale. The success of this fundraiser led to a second run of T-shirts (along with a run of stickers) from Renegade Apparel in the Spring to coincide with the referendum campaigning, providing us with a good fundraising standing and enough merchandise for the summer season.

Vaudeville Night fundraiser at Sadleir House Thu 21 Oct 10

Good n' Country Marathon Fri 10 Dec at noon

Emergency Fundraiser at the Cannery Arts Centre Sat 11 Dec

New Trent Radio "Tower" and "JKM" T-Shirts unveiled Sat 11 Dec

Geek Night film screening fundraiser of "Transformers (1986)" at Sadleir House Wed 09 Feb

Geek Night film screening fundraiser of "Tron" at Sadleir House Thu 10 Feb

Operator's Social and Pub Night at Sadleir House Thu 17 Feb

New Trent Radio T-Shirt design and Stickers unveiled Mon 14 Mar

### **Student Membership Referendum 2010-11**

Knowing that acquiring a Yes vote in the Spring Referendum was the main goal for the year, the Community Committee met regularly beginning in September to establish our strategy. Timelines were drafted, lists were made, and event days scheduled for the rest of the broadcast year and placed with the intention of keeping Trent Radio in people's minds leading up to the polls. While it is difficult to assess what exactly led to our victory at the polls, we surmise that certain strategies were influential:

- Community Committee's integrity and determination to maintain the wording of the question that would appear on the ballot, specifically the phrase "has not had an increase since 1989"
- Petitioning, which garnered 504 signatures in support of our questions from full-time undergraduate students
- Dividing our questions, one for a \$3 increase and another for CPI, to increase our odds of gaining Yes on at least one of them
- Encouraging members of the Community Committee, board, Operators and Programmers who are students to speak on our behalf in their classes
- Fostering a good relationship with other campaigning levy groups

The "Victory / Drown Your Sorrows" pub night at Sadleir House was an appropriate way to maintain ties and good will with other levy groups who participated in the referendum. All the effort put into campaigning resulted in an especially thick Trout Rodeo Year in Review, published in celebration of our victory.

## **Programming & Events Highlights in Review**

### **September 2010**

Pre-Season begins & TIP & OSWP positions begin Tue 07 Sep  
Clubs & Groups Day & Trent Radio's Arthur Articles begin publication Wed 08 Sep  
Programme Proposal Workshop #1 held at Lady Eaton Collage room 201 Thu 09 Sep  
Programme Proposal Workshop #2 held at the Peterborough Public Library Tue 14 Sep  
Programme Proposal Workshop #3 held at Sadleir House Wed 15 Sep  
High School Co-op Student interviews begin Wed 15 Sep  
Programme Proposal Workshop #4 held at Trent Radio Thu 16 Sep  
Programme Proposal Deadline & Programming Committee (Operators) Meeting at 5pm Fri 17 Sep  
Regular Fall Broadcast Season and HS Co-op position begin Mon 20 Sep  
Studio A training begins Tue 21 Sep  
Dis-orientation booth set up at Sadleir House Fri 24 Sep  
Brian Wagner's Kawartha Artist's Studio Tour held at Trent Radio Sat 25 and Sun 26 Sep

### **October 2010**

Radio Drama Auditions held for Vaudeville night fundraiser Mon 04 Oct  
Vaudeville Night fundraiser at Sadleir House Thu 21 Oct 10  
Fall Trout Rodeo pamphlet schedule available Fri 15 Oct

### **November 2010**

Programme Review Begins Mon 01 Nov  
Trent Radio loses power Tue 30 Nov

### **December 2010**

Regular Fall Season ends Fri 10 Dec at noon  
End of Fall Season Open House Fri 10 Dec at noon  
Good n' Country Marathon Fri 10 Dec at noon  
Emergency Fundraiser at the Cannery Arts Centre Sat 11 Dec  
New Trent Radio "Tower" and "JKM" T-Shirts unveiled Sat 11 Dec  
Entre Season Mon 13 Dec - Fri 24 Dec

### **January 2011**

Regular Spring Season began Mon 10 Jan  
Trout Rodeo pamphlet schedule available Tue 10 Jan

### **February 2011**

Geek Night film screening fundraiser of "Transformers (1986)" at Sadleir House Wed 09 Feb  
Event Day: Geek Day 2011, Thu 10 Feb  
Geek Night film screening Fundraiser of "Tron" at Sadleir House Thu 10 Feb  
Trent Radio attended the TCSA board meeting to propose the Referendum question Sun 13 Feb  
Operator's Social and Pub Night at Sadleir House Thu 17 Feb  
Event Day: Spoken Word Day Thu 18 Nov  
T-shirt design contest begins Fri 26 Nov

### **March 2011**

Members of the Community Committee, Operators and Board members begin gathering signatures of Referendum Petition starting Tue 01 Mar

Referendum Campaigning begins Fri 04 Mar  
Trent Radio attends TCSA Speeches at Sadleir House Wed 09 Mar  
Re-airing of TCSA Speeches in their entirety Thu 10 Mar  
Event Day: Clubs & Groups Day Fri 11 Mar  
Trent Radio attends second set of TCSA Speeches on Campus Fri 11 Mar  
New Trent Radio T-Shirt design and Stickers unveiled Mon 14 Mar  
TCSA Candidates Debate on air Wed 16 Mar and Thu 17 Mar  
Voting Period Begins Tue 15 Mar and extends until Fri 18 Mar  
Event Day: Philosophy Day Wed 23 Mar  
Trout Rodeo Year in Review available Thu 24 Mar  
"Victory / Drown Your Sorrows" Pub Night nd Fundraiser at Sadleir House Thu 24 Mar

### **April 2011**

Classes end Fri 08 Apr  
Event Day: Captain Beefheart Day Tue 12 Apr  
Summer Programme Proposals Due Sun 17 Apr  
Summer Season Planning Meeting Sun 17 Apr  
End of Spring Season Open House Sun 17 Apr  
Deadline for Application for the Summer Operations Manager Position Mon 18 Apr  
End of Spring 2011 Broadcast Season Fri 22 Apr at noon  
Shutdown begins Sat 23 Apr  
"Talk to Me" Special Elections Coverage by Kirk Jennings Mon 25 Apr to Fri 29 Apr  
Event Day: Elections Event Day Fri 29 Apr

### **Staff & Volunteers 2010-11**

TIP & Ontario Work Study Positions  
StudioB & Digital Editing Trainer: Anthony Gulston  
PD Asst. & Trout Rodeo Editor: Stephanie Bailey  
Music Archivist: Matt Jarvis  
Archivist Assistant: Travis Haws  
TIP Spoken Word Archivist: Katya Smolina  
Physical Plant: Anthony Gulston and Matt Jarvis  
Highschool Co-op Students:  
Fall09 Mckenzie Forestell, from Adam Scott High School  
Fall09 Devon Jacobs, from Lakefield High School  
Spr10 Kirk Jennings, from Adam Scott High School

#### **Regular Staff**

Production Manager: Jill Staveley  
Programme Director: James Kerr  
GM & VP: John K Muir (Studio A Training)

#### **Operators (ss = self support)**

Sun am: ss / aft: Philip Benmore / eve: Meaghan Culkeen  
Mon am: Jill Staveley / aft: ss / eve: Anthony Gulston  
Tue am: Jill Staveley / aft: Katie Adamson / eve: Andrew Culkeen  
Wed am: Jill Staveley / aft: Jake Quinlan / eve: Rudy Fischer  
Thu am: Jill Staveley / aft: Hilary Svatos / eve: Caileigh Morrison  
Fri am: Jill Staveley / aft: David Grenon / eve: Dyan DeLeskie  
Sat am: ss / aft: Jack Braithwaite / eve: Acheve Victorine

Justin Beaudoin, Andrew Finn, Paul Cleveland and Sara Swerdlyk were also frequent Operators-at-Large. Both Rudy Fischer and Jack Braithwaite were first-time Operators.

## STATEMENT OF PERFORMANCE

Overall, it is my opinion that:

- 1) Trent Radio's programming is balanced, and
- 2) Trent Radio's programming is in compliance with its broadcast license.

Hard copy programme logs for each broadcast day are to be completed and kept for one year.

Programmers are reminded to initial the programme log and to check for sponsorships.

All sponsorship sheets are completed and kept for one year.

All music sheet data is now kept for at least one year. Programmers are reminded to account for all music played noting Canadian content and other information.

### Average weekly broadcast hours (excluding "Radio Free Peterborough")

Season	Fall08	Spr09	Fall09	Spr10	Fall10	Spr11
Total live broadcasting hours (weekly)	83	83	77	77	83	83
Number of Producers	82	94	103	103	97	101
Number of Programmes	81	88	78	80	91	89

[end]

**Content Category Stats prepared for BoD 20 April 2011 / James Kerr, PD**

Content Category	CRTC Required	TRadio Required			
			Fall/Spr AY08-09	Fall/Spr AY09-10	Fall/Spr AY10-11
<b>Category 1 - Spoken Word</b>	Min 15% of all programming*	Min 25% of all programming	30%	32%	32%
SubCat 11- News			-	-	-
SubCat 12 - S/W Other			40.81hrs	33.03hrs	53.33hrs
<b>Category 2 - Popular Music</b>		max 60% of all music	54.16hrs	39.85hrs	56.50hrs
			56%	56%	49%
SubCat 21 - Pop Rock Dance	at least 20% Cat2 other than SubCat21**		27.42hrs	19.27hrs	23.07hrs
			50.6%	51.6%	40.8%
SubCat 22 - Country & C'try Oriented			12.13hrs	7.85hrs	12.87hrs
SubCat 23 - Acoustic			13.16hrs	10.48hrs	18.27hrs
SubCat 24 - Easy Listening			1.45hrs	2.24hrs	2.30hrs
<b>Category 3 - Traditional &amp; Special Interest</b>	min 5% of all selections	min 5% of all selections	43.23hrs	30.91hrs	58.13hrs
			44%	29%	35%
SubCat 31 - Concert			3.26hrs	3.03hrs	4.30hrs
SubCat 32 - Folk & Folk Oriented			9.39hrs	7.39hrs	10.83hrs
SubCat 33 - World Beat & International			11.55hrs	8.58hrs	15.50hrs
SubCat 34 - Jazz and Blues			9.06hrs	5.09hrs	8.73hrs
SubCat 35 - Religious			1.52hrs	1.52hrs	2.63hrs
SubCat 36 - Audio Art			8.45hrs	5.30hrs	16.13hrs
<b>Total Category 1</b>			1265hrs	1090hrs	1600hrs
<b>Total Category 2</b>			1679hrs	1315hrs	1695hrs
<b>Total Category 3</b>			1340hrs	1020hrs	1744hrs
<b>Total Category 1, 2, and 3</b>			4284hrs	3425hrs	5039hrs
<b>Broadcast Weeks this Season</b>			31	33	30
<b>Regular Programming (avg hrs / week)</b>	Min 42 hours	Min 42 hours	***121hrs	79hrs	83.5hrs
<b>"Hits" Played</b>	no spec	Max 5%	< (TR)Max	< (TR)Max	< (TR)Max
<b>Advertising &amp; Sponsorship</b>	Max 504 mins	Max 252 mins	< (TR)Max	< (TR)Max	< (TR)Max

A number of changes were made to CRTC Content Requirements as a result of the merger between Type A and Type B licenses

\* Effective 1st September 2011, down from 25% minimum, but all content must be local. This was not a concern for us.

\*\*It used to only apply within Category 2, but now at least 20% of Category 2 and 3 must not be sub-category 21

\*\*\* To compare, Fall/Spr AY09 was 74hrs not including RFP hours